Dear                                            ,

I am writing to you about Goddard College, an organization that is close to my heart.  Goddard is a unique school that offers an educational model that empowers students to design and direct their own curriculum, filling a critical need for adult learners who are not served by traditional 2-4 year colleges.

Goddard College was founded in 1938 and has a rich legacy of producing some of the finest artists, activists, social entrepreneurs, educators, and academic minds that have shaped the culture of the 20th and 21st Century. Goddard has always been at the forefront of academic innovation in the US – as the pioneer of the first Low-Residency Program in 1963, the first Design Build Program in 1969, and the first Single Parent Program in 1986. Goddard offers a compelling alternative to the traditional college model, and is more affordable and accessible than almost any other college of our caliber.

However, the College is now at a critical juncture and is struggling to keep its doors open. Goddard was placed on academic probation in September 2018 by its regional accreditor, the New England Commission of Higher Education (NECHE), due to a lack of financial resources. Over the past year, the College has made significant gains to stabilize and position it for growth; including reducing expenses, and restructuring and balancing the budget. In January, the College launched the Together For Goddard campaign to raise $4 million (6 months of cash reserves) to build the financial foundation required by NECHE. This goal became especially challenging in the midst of the COVID-19 pandemic.

Goddard’s final NECHE review is on July 20, 2020, and will be our last chance to demonstrate that the College is financially stable. I will be heartbroken if Goddard closes, and I truly believe a loss will be felt in higher education if Goddard were to close.

**I will do what I can to ensure Goddard’s future. Will you join me in supporting Goddard today?**

You can donate in the following ways:

* Go to [www.goddard.edu/alumni/give/](http://www.goddard.edu/alumni/give/)
* Mail a check to Goddard College, Development Office, 123 Pitkin Road, Plainfield, VT 05667
* Make a gift of Stock, by directing a transfer to: People’s Securities, Inc., DTC# 0220, FBO Goddard College, Account # 42111951.
* Make a planned gift, designate Goddard College as a beneficiary in your will, a life insurance policy, or a retirement plan.

You can read more about the campaign at: <https://www.goddard.edu/together4goddard/>. Contact the Development Office at 802-322-1724 or [advancement@goddard.edu](mailto:advancement@goddard.edu) with any questions, or to set up an inquiry meeting with President Bernard Bull to learn more about the campaign.

Please join me in standing #Together4Goddard. We need your financial support, and your positive messages online and in-person to help us spread the word about the value of Goddard and this important campaign. Together we can make so much possible.

Sincerely,

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CC: Dr. Bernard Bull, President of Goddard College

        Mary Willems, Associate Director of Development