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October 15, 2007

Dear [Sal\_Name],

In my 35 years at UC Berkeley, where I have served as both a professor of psychology and, since 2001, vice provost of undergraduate education, I have enjoyed countless opportunities to interact with Cal students and alumni, both in and out of the classroom. Not a day goes by when I am not somehow impressed or inspired by whom I meet. Cal alumni are intelligent, energetic, and diverse in their interests. They are unafraid to pursue their curiosities, think freely, and express their points of view. And they are incredibly generous. That is why I am asking you, as a Cal alum, to consider making a donation toward preserving the experience that helped define who you are.

Cal alumni frequently tell me that their undergraduate experience continues to influence their lives. They are grateful to have studied with Berkeley professors, who are highly distinguished researchers and scholars and, often, leading experts in their fields. They enjoyed taking advantage of the campus's broad range of opportunities, from approximately 6,700 courses and 350 degree programs to 700 student clubs. They participated in valuable programs that enabled them to explore their intellectual interests while working alongside respected faculty. And, simply put, they received an excellent education.

I believe that exposure to such experiences transforms lives. It is partly because of these experiences that Cal alums go on to do great things, in their communities and in the world at large. Cal alumni are ...

**Movement leaders and story weavers** – Alice Waters '67 is an acclaimed chef and pioneer behind the worldwide movement to eat local, organic foods. Joan Didion '56 is a writer known for her keen observations of politics and culture and her recent memoir, *The Year of Magical Thinking*.

(over, please)

**Inventors and pioneers** – Douglas Engelbart '53, Ph.D. '55 created the first mouse, which simplified how millions of humans interact with computers every day. Steve Wozniak '86, cofounder of Apple Computer, developed numerous early inventions that kick-started the PC revolution.

**Educators and crusaders** – Ida Jackson '22, M.A. '23 was the first African American woman to receive a teaching certificate from the State of California, and the first African American teacher of either gender in Oakland. Steven Chu Ph.D. '76 received a Nobel Prize in Physics, directs the Lawrence Berkeley National Laboratory, and is a champion for clean energy alternatives.

**Trendsetters and friend seekers** – Jann Wenner '67 is cofounder and publisher of *Rolling Stone Magazine*, the authority on pop music and culture. Tom Anderson '98 is cofounder and president of MySpace.com, and the first friend to all users.

Cal alumni are people like you who are giving back to their communities and changing the world. Won't you help champion the next generation of innovators? Your support enriches the undergraduate experience and other teaching and research initiatives that distinguish Cal — ranked once again by the *U.S. News & World Report* as the top public university in the nation. We appreciate your generosity.

**[Christina Maslach signature here in blue]**

Christina Maslach  
Vice Provost for Undergraduate Education

P.S. Your donation of \$100, \$75, or \$50 ensures that future Berkeley graduates will use their experience to have an impact on the world. Please make a gift today.