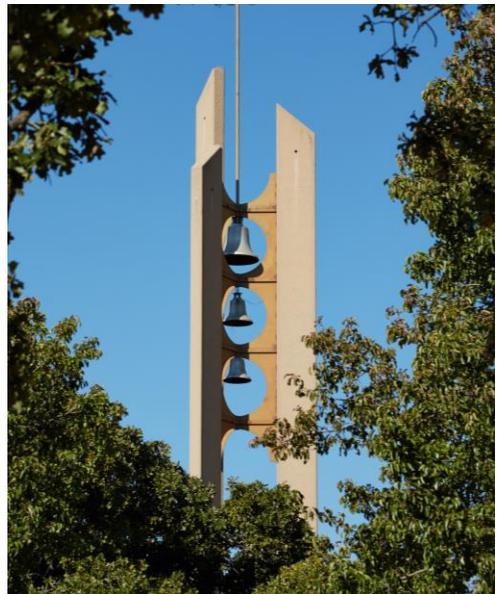




Dear <Salutation>:

Over the past few weeks, we've been thinking a lot about New Year's resolutions. The aspirations we all have every January. Reflections on the past. Plans for the future. But that resolve, so strong just a few weeks ago, is often quickly overcome by reality.



This year, we at Howard Payne are determined to uphold our resolution to fully prepare our university to serve our students with the best possible education in 2015.

In some ways, we know we will succeed—we have excellent students, outstanding faculty, great facilities and innovative programs. A critical piece is our Annual Fund, which we need your help to achieve this year.

**Resolutions fizzle without reinforcements to support the ambition** and unfortunately, last year we didn't achieve our \$1 million Annual Fund need.

In fact, during the past five years, we've missed the mark on average by more than \$200,000. We have resolved to change that this year, and we need your help.

**Your support matters to our students!**

The Annual Fund finances Howard Payne's budgeted monetary needs, ensuring that the university functions at full capacity. The fund supports hundreds of scholarships, providing thousands of dollars in assistance for students who might not otherwise be able to reap the benefits of an HPU education.

In the past, your gifts have contributed to our \$1 million goal, and we can't thank you enough for your generosity. Below is a snapshot of your recent giving towards the HPU Annual Fund:

2014-2015	2013-2014	2012-2013	2011-2012	2010-2011	2009-2010
\$X.XX	\$X.XX	\$X.XX	\$X.XX	\$X.XX	\$X.XX

Thank you for your past support. We hope and pray you will support the HPU Annual Fund again this year. We want to finish our 125<sup>th</sup> Anniversary year with one last celebration—the achievement of our Annual Fund goal.

**We can't succeed without you!**

Without support from family and friends, a resolution is only a dream, a whim, a fantasy. No one can follow through on challenging goals with high expectations alone. That's why we can't do this without you!

We know \$1 million is a lofty goal. Yes, we realize we're setting the bar high. **With friends like you, we know our resolution is attainable.** In fact, more than 300 friends of Howard Payne have already made gifts to the Annual Fund this fiscal year, June 1, 2014-May 31, 2015. We pray you'll join them with your financial blessings.

We don't want our resolution to fizzle by February. We ask that you prayerfully consider another gift to the Annual Fund this year as one of Howard Payne's faithful supporters.

You can make a one-time gift of <Suggested One-time> or set up an easy monthly gift of <Suggested Monthly> that can be deducted automatically from your account. **Every gift, no matter what the size, helps us come one step closer to achieving our resolution.**

You can make a gift online at [www.hputx.edu/bocy](http://www.hputx.edu/bocy), by calling 800-950-8465 or by mailing the enclosed response card today.

Please support HPU's Annual Fund this year. Help make our resolution a reality.

Sincerely,

Stephen Sullivan '11, '14 MBA  
Director of Development and Alumni Relations

P.S. Remember, your generous gift to the Howard Payne Annual Fund is tax deductible. So make your gift today at [www.hputx.edu/bocy](http://www.hputx.edu/bocy).