# THE WELLESLEY COLLEGE BOOK AWARD PROGRAM SAMPLE LETTERS

### Example letters are attached. Electronic versions of the example letters can be found on the Book Award web page: <http://www.wellesley.edu/alumnae/awards/bookawards>. You can download these examples and customize them for your club. Many club volunteers use the text from these letters in their e-mail communications with area high schools.

**EXAMPLE 1**: Club Newsletter Announcement

**THE WELLESLEY COLLEGE BOOK AWARD PROGRAM**

A Message from Joy St. John, Dean of Admission:

The Wellesley Book Award honors young women who have been top scholars in high school as well as talented performers in extracurricular areas. The Book Award Program recognizes young women who have excelled while allowing them to become better acquainted with Wellesley.

These young women should be chosen for their intelligence, determination, motivation, and achievement. Most importantly, however, they should be the academic leaders in their secondary schools. Wellesley's history is rich with women who have demonstrated excellence in the classroom and in personal achievements. We hope to continue that legacy with the Wellesley College Book Award.

We also realize that some areas of the country are not as familiar with Wellesley as we would wish. The Book Award Program allows teachers, parents and students to get to know Wellesley better. If those students decide to apply to Wellesley, we will be delighted, and our aim is to distinguish these young women who have been so outstanding in their academic and personal lives.

The Book Award Program is sponsored and partially underwritten by the Wellesley College Alumnae Association. The award, a Wellesley edition of the *Norton Book of Women's Lives*, is a blue linen slip-cased book with the Wellesley College seal stamped in gold and a bookplate printed inside. The cost to the club is $30.00 per book.

**Are you interested in donating a book to be given to a junior girl in the [YOUR CLUB REGION] area?**

If so, please complete the enclosed form. The school(s) of your choice will be contacted to confirm their interest in receiving the award. The awards committee in each high school will make the selection of the recipient. The name(s) of the recipient(s) will be sent to each donor.

Thank you for your support of a very valuable program.

Sincerely,

[ALUMNA NAME, CLASS YEAR]

Book Award Chair

**EXAMPLE 2**: Club Newsletter Announcement / Book Award Form Newsletter Insert

**WELLESLEY COLLEGE BOOK AWARD PROGRAM**

I would like to contribute to the Book Award Program.

NAME:

ADDRESS:

TELEPHONE: EMAIL:

**NORTON BOOK OF WOMEN'S LIVES @ $30.00/book # of BOOKS:**

#### TOTAL COST:

NAME OF

SCHOOL(S):

ALTERNATE

SCHOOL(S):

Every effort will be made to give the book(s) to the school(s) selected. However, to avoid duplication, please indicate at least one alternate school.

ARE YOU INTERESTED IN PRESENTING THE AWARD AT AN AWARDS CEREMONY?

🞎 YES 🞎 NO

Please enclose a tax-deductible check for the total cost indicated above and mail to:

[CLUB PERSON]

[ADDRESS]

**EXAMPLE 3:** Follow-up Letter to Principals

January 2016

[PRINCIPAL’S NAME]

[HIGH SCHOOL]

[ADDRESS]

Dear [PRINCIPAL’S NAME],

It was a pleasure to discuss the Wellesley College Book Award Program with you last week. The [CLUB] and I are pleased that [HIGH SCHOOL] is interested in participating in the Award Program.

We would like to honor a female student at [HIGH SCHOOL] in the spring of her junior year who has an outstanding academic record and has also made significant extracurricular contributions to her high school and/or community. The selection of the Book Award recipient should be made by the high school’s administration and/or staff.

I will be in touch with [OTHER SCHOOL CONTACT] in early March to confirm your interest. The book will be delivered by mid-April.

Thank you for your interest. We are pleased to have the opportunity to honor outstanding female students at [HIGH SCHOOL].

Sincerely,

[ALUMNA NAME]

Book Award Chair

[CLUB]

[ADDRESS]

[PHONE]

Enclosure

**EXAMPLE 4**: Letter to Principals or Other School Contact

January 2016

[CONTACT NAME]

[HIGH SCHOOL]

[ADDRESS]

Dear [CONTACT NAME]:

The [CLUB] will (again) offer the Wellesley Book Award in the [CLUB REGION] area. We are hope that [HIGH SCHOOL] will (again) participate in the Award Program. If, however, you are not interested in the program, please let me know at your earliest convenience.

As you know, Wellesley College is a four-year liberal arts college for women. For more than one hundred thirty years, Wellesley has been known as an institution which values outstanding academic and personal achievement. Wellesley's educational community is guided by the highest academic standards.

 Wellesley would like to have the opportunity to honor a female student in the junior class at [HIGH SCHOOL] whose academic record and character are exceptional and who has also made significant personal contributions to her school and/or community.

The selection of the student will be up to you and the high school awards committee. We hope that you will choose to include the Wellesley College Book Award at [HIGH SCHOOL’S] spring awards assembly. If you wish, we will be happy to have a club representative attend the assembly to make the presentation.

Please return the enclosed reply form immediately after the recipient has been selected, so that we can inscribe the book and send it to you before the award is presented.

We appreciate your interest in the Wellesley Book Award Program and will look forward to hearing from you.

Sincerely,

[ALUMNA NAME]

Book Award Chair

[CLUB]

[ADDRESS]

[PHONE]

Enclosure

**EXAMPLE 5**:School Response Form (to be included with the letter in Example 4)

**WELLESLEY COLLEGE** **BOOK** **AWARD**

Presented by the [CLUB]

NAME OF SCHOOL:

RECIPIENT'S FULL NAME:

HOME ADDRESS:

E-MAIL ADDRESS:

HOME PHONE NUMBER:

PARENTS' NAMES:

AWARD CEREMONY DATE:

 TIME:

 PLACE:

WOULD YOU LIKE TO HAVE A MEMBER OF THE [CLUB] PRESENT THE AWARD?

🞎 YES 🞎 NO

SIGNATURE:

Please return promptly in the attached stamped envelope so that we may have the book properly inscribed and sent to you before the awards ceremony.

Thank you,

[ALUMNA NAME]

Book Award Chair

[CLUB]

[ADDRESS]

[PHONE]

**EXAMPLE 6**: Letter sent to schools that will be dropped.

January 2016

[PRINCIPAL’S NAME]

[HIGH SCHOOL]

[ADDRESS]

Dear [PRINCIPAL’S NAME],

We regret that the [CLUB] will not be able to offer the Wellesley Book Award to a student at [HIGH SCHOOL] this year.

We have enjoyed having the opportunity to honor outstanding [HIGH SCHOOL] students over the past several years.

We have appreciated your support of this program.

Sincerely,

[ALUMNA NAME]

[CLUB]

cc: [OTHER CONTACT PEOPLE AT HIGH SCHOOL]

cc: Wellesley College Admission Office

**EXAMPLE 7**: Sample Newsletter Article

**BOOK AWARDS**

The [CLUB] has presented its annual Wellesley Book Award to the following junior girls who have made outstanding contributions to their schools in terms of leadership, citizenship, and scholastic achievement.

Name of High School

Name of Book Award Recipient

Name of High School

Name of Book Award Recipient

Name of High School

Name of Book Award Recipient

It is our hope that these talented young women will consider applying to Wellesley. We plan to invite the recipients and their parents to our prospective student event this fall.

Thank you to all the volunteers who helped make this year’s Book Award Program a success - (list volunteer names). Your time and dedication to this program are greatly appreciated. Thank you, also, to those that made financial contributions to the program. We purchase the books through the Wellesley College Alumnae Association at $30.00 per book. If you are interested in making a donation to help purchase book awards so that we can extend our reach to more area high schools, please include your contribution with your dues payment (see membership form).

The Book Award Program is a wonderful way to promote Wellesley College. If you are interested in getting involved, please contact [CLUB BOOK AWARD CHAIR; phone, email].