

We have something special inside, just for you!

The Board of Directors of the

to 2017-2018 membership in the

We look forward to your response

Joan A.Sample

1897 Society

Alpha Omicron Pi Foundation invites you,

Please join us in the 1897 Society with your

leadership gift of \$1,897 or more to the Loyalty Fund made between July 1, 2017 and June 30, 2018.

Gabriel Group 3190 Rider Trail South Earth City, MO 63045-1518





Alpha Omicron Pi Foundation 5390 Virginia Way Brentwood, TN 37027-7529



I'll always be there for my sisters. Here is my additional gift to the Loyalty Fund: Additional gift to support the Alpha Omicron Pi Foundation.

Make checks payable to the Alpha Omicron Pi Foundation Check Number

_to OVisa OMesterCard ODiscover OAmes Expiration Date___

To learn more about the Foundation or to make a gift online please Visit www.aciifoundation.org.

5390 Virginia Way, Brantwood, TN 37027 • (615) 370-0920 • www.aolifoundation.org

Joan A. Sample 3190 Rider Trail S. Earth City, MO 63045-1815

Thank you! You make me so proud to be an AOII!

I have been looking at our new Investment Report, and because of your generosity we were able to award 5955,348 this past year! We awarded scholarships, made grants to the Fraternity for educational and leadership programs, directed individual grants to sisters in need through the Ruby Fund, and continued to support the great

That's a spectacular achievement and a substantial increase over the previous year! As a member of the 1897 Society, you made it happen, and I am so grateful to you.

That outstanding performance shows how strong we are as a sisterhood and how deeply we care about each other. For 40 years now, we have grown stronger through your generosity. And I am confident that

I hope that at this same time next year, we can happily share that our grants exceeded \$1 million. We came so close during the past year. I believe that with your help we can reach, and even surpass, that milestone.

This year's annual campaign will be ending in just a few weeks. This will be our last letter — and your last opportunity to add to this year's total and increase the amount of our grants for next year. Your earlier gift has placed you in our 1897 Society, but please consider adding to your gift, as a gesture of love for your sisters.

That one gift will help a sister continue her education. It will help the young women in our collegiate chapters discover their potential as leaders. It will reach out to a sister who has suffered financial setbacks. It will provide even more support to our Fraternity through educational grants.

And it will affirm, once again, what we know so well. The bonds we share as sisters in AOII are strong, and always cherished.

Judy Hersmen

Judy Gambrel Flessner, Iota AOII Foundation, President

P.S. I've enclosed a sneak peak of our 2016-2017 Investment Report, just for you! And, as a current 1897 Society Member, you are invited to our donor recognition event held during Leadership Institute this June in Nashville.



to \$147.19.

Gabriel Group 3190 Rider Trail South Earth City, MO 63045-1518

ALPHA OMICRON PI

Alpha Omicron Pi has been working with Gabriel

effort prior to the 2017-18 fiscal year to present

a fresh look in honor of the Foundation's 40th

Group since 2012, but went through a rebranding

Anniversary. Appeals included highly personalized

solicitations and stewardship pieces that focused on the donor and highlighted the impact of their giving to maximize the probability of renewed or increased support through a midpoint giving society and other

efforts. Their response rate increased from 3.81% to 7.77% and their average gift increased from \$123.39

ALPHA OMICRON PI FOUNDATION'S 2016-2017 INVESTMENT REPORT HIGHLIGHTS











With our best holiday wishes to you, our dear sister, who knows and shows what AOII sisterhood is all about.

Your gifts to the AOII Foundation are real and meaningful expressions of your love for our sisters and the Fraternity. In the 40 years of the Foundation's existence, we have accomplished amazing things, all because we have sisters like you.

Happy Holidays, The AOII Foundation Board of Directors & Staff