



Kristin Lund / inkable

Writing sample

This letter was sent to Bentley's leadership donors and prospects.

Dear [NAME]:

Every college has a history—a legacy that sets the tone for its mission and goals. At Bentley, our legacy is both simple and multifaceted. Harry C. Bentley began this school entirely on his own, and on the strength of his hard work and perseverance, it began to grow and thrive. This is an age-old story of individual courage, labor, and resolve.

But as the decades passed, Bentley became something greater than the original vision. Other individuals dedicated themselves to the school, year after year, pouring heart and soul into its transformation from a few roomfuls of students to the outstanding business university Bentley is today. Harry might be astonished were he to set foot on our campus now—yet he would see himself in its pathways and buildings. He would see that his intrepid leadership ignited the same passion in others, a communal desire to work harder and achieve more.

Our legacy is not the story of one leader, it is the story of many leaders, a story that shows how one man's cause may be taken up and carried forward by a thousand other people. We are all a part of the story. We represent this school, and we define it. Bentley may look changed—the campus has evolved to accommodate new technologies, more residential students, and a broader spectrum of degree programs—but the engine that drives us is still the same. We are still a community that values self-initiative and determination, loyalty and ingenuity.

By giving to Bentley at the leadership level, you renew your commitment to these values and this community. And Bentley relies on the leading members of our community to support the university's mission and secure its future. It's not about making things easy for today's students, it's about ensuring that a Bentley education is broad and deep enough to address the complexities of the 21st century and prepare a new generation of graduates to succeed on their own terms.

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Today, I invite you to reflect on your own success, your own story, and then once again lead by example. With your leadership gift, you will extend and enrich Bentley's legacy of providing a comprehensive, relevant education to every accepted student.

With sincere thanks,

J. Terence Carleton '77
Chairman of the Board of Trustees