SAMPLE INTRODUCTORY LETTER

Logo, company name

Description automatically generated

August 8, 1839

Dear *Miami University* Student:

On behalf of the Beta Theta Pi Fraternity, welcome to *Miami University*. This year you will no doubt encounter new challenges and opportunities that will help shape your college experience and lead to future life success.

Beta Theta Pi believes that college men should be recognized for their desire to achieve. In fact, for more than 180 years, we have been in the business of building *men of principle*. Beta strives to provide strong relationships as well as leadership opportunities and personal development. For many of our members, these skills have transferred to professional gains. You have probably heard of some of them ... Walmart Founder Sam Walton, Baseball Hall of Famer Mike Schmidt, Retail Guru Bruce Nordstrom and Sportscaster Neil Everett, to name a few.

In hopes of providing these same opportunities to your campus, Beta Theta Pi is offering **a scholarship totaling $1,000 designated by the Beta Theta Pi Foundation for non-Greek male students at** *Miami University* **with no obligation to join the Fraternity.** We seek to reward men who demonstrate devotion to intellectual growth and a commitment to making both the university and community better places to live.

If you are interested in the scholarships, I encourage you to complete the application linked below by **Wednesday, September 26, 1839**. Again, by applying for the scholarships, you are ***not*** committing yourself to membership in Beta Theta Pi or any other organization.

Apply for the Men of Principle Scholarship [here](https://my.beta.org/ors/scholarshipapp.aspx).

If you should have any questions, please contact me at 123.456.7890 or [jrknox@btp.org.](mailto:jrknox@btp.org) I look forward to receiving your application and meeting you soon!

Sincerely,

John R. Knox

Chapter President

Beta Theta Pi Fraternity