



Date as delivered

Dear Former Pupil

This may well be the most important letter I ever send to you and as a member of our Morrisonian community it is crucial that you respond. Please allow me to explain.

Very shortly, Morrison's Academy and the Morrisonian Club will not be able to correspond with you without your express permission.

Many charitable organisations will consider a similar move in 2018, due to new regulations and guidance on how best to communicate with their community. By asking for your permission to communicate with you, we are restating our commitment to you. It is essential that our relationship with the Morrisonian community is built on trust.

The truth is that if you do not respond to this letter, we could lose touch with you completely. As a member of our community, you are part of our family and we want this to remain the same.

Within our community there are physicians, scientists, professionals, business leaders, entrepreneurs, actors, adventurers, authors, artists, athletes, teachers and parents of leaders. You are our life blood. With your engagement we are able to add value to our pupils' education; through career networking events, talks, sharing of your knowledge and expertise, informal gatherings, encouraging former pupils and pupils to join our Morrisonian Club LinkedIn page, we introduce our pupils to our global network. We pride ourselves on our global reach from our small rural school in Crieff. We could not do this without you.

Every communication Morrison's Academy sends out, from emails regarding Gatherings, Reunions Career Networking Events, The Link and many other social invitations, as well as opportunities to help with fundraising, keeps us in touch with our community for the benefit of all our pupils.

The personal information we have for you is kept on our secure database and will **never** be shared outwith Morrison's Academy. We take your privacy and communications preferences very seriously. Please see our updated Privacy Policy online at www.morrisonacademy.org/privacy

Please, don't leave. Saying 'YES' to staying in touch with Morrison's Academy is easy. All you have to do is send back the form I have included with this letter, please update details if necessary, in the envelope provided.

Thank you, I appreciate you taking the time to read this and I very much hope we can stay in touch for the benefit of you, the School and our pupils.

With best wishes from us all at Morrison's Academy.

Caroline Dingwall
Development Officer

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