

My daughter xxxxx is very pleased and excited to receive your offer of admission to your xxxxx program this Fall and the generous merit award that accompanied it. As her decision deadline fast approaches she is giving it serious and thoughtful consideration. In light of this we would like to appeal for additional merit-based aid.

xxxxx has been fortunate to be raised in a family steeped in entrepreneurship, engineering and healthcare. As a result, she has always had an active interest in the application of math, engineering and science to create high-value, cost-effective solutions to pressing, real-world problems, particularly in the area of healthcare.

Having been in high tech for 25+ years, I can vouch that xxxx possesses a unique combination of a quick technical mind and an easy/out-going and enthusiastic personality that people are naturally drawn to. This had made her a very effective team leader and player throughout her high school career, and I am certain it will carry over into her college and professional career as well. I believe xxxxx would be a welcomed and valuable addition to your Class of 2017 and potentially be the catalyst for many valuable contributions during her tenure at xxxx.

The ultimate decision as to where xxxxx attends college is hers. However, I have tried to instill the concepts of "intrinsic value" and "return on investment" in her decision making process. She has been very fortunate to be accepted to a number of high caliber public and private programs and needs to take the net cost of them (hers and mine) into consideration when making this decision. We would be happy to share the specifics of these awards.

It follows that any additional assistance you can offer her to make this decision clearer and easier would be greatly appreciated.