

May 2018

Dear Meredith Emerging Woman of Influence Award Committee -

Please accept this letter of support for Abbie Benge to be considered for the Meredith Emerging Woman of Influence Award. Abbie graduated from Simpson College with a majors in Integrated Marketing Communications and Business Management only a few years ago. During her time in our program at Simpson, Abbie showed tremendous growth during her course of study. Her work ethic has continued since receiving her degree.

Just a couple of years out of college - while working a full-time job for a PR firm - Abbie founded a nonprofit based on a sensible, yet wholly unique, model. Do More Iowa has the potential for broad community impact. With Abbie's leadership, several local nonprofit organizations have realized their fundraising event goals. Abbie reached out to her alma mater to offer current public relations majors at Simpson the opportunity to help Do More Iowa with public relations, event planning and social media marketing. Simpson's student-run PR firm has had the opportunity to learn in-depth about nonprofit work through this partnership; it has unleashed a new passion in a few students for nonprofit PR. Thus, through Do More Iowa, Abbie has formed numerous community partnerships that are mutually beneficial to all involved.

Abbie recently began her pursuit of a master's in Public Administration at Drake University. She continues to focus on professional growth and development, and I have no doubt, she will hold on to her drive to make significant contributions to the Des Moines community through Do More Iowa and in other endeavors. Abbie clearly has a strong sense of citizenship through her work, which is what Simpson hopes for - but usually notices much later on with its alumni.

Abbie is a wonderful example of an Emerging Woman of Influence; she will live up to the designation.

Thank you for your time and consideration.

Sincerely,

Jane Murphy, Assistant Professor
Simpson College Department of Multimedia Communication
jane.murphy@simpson.edu
515-961-1213