

Direct Email Ask

Best use after lots of marketing – end of Y2, Y3, Y4

Consider attaching an LOI and a listing of your Legacy Society

Dear (First Name),

Could you ever have imagined this world in which we find ourselves? I hope you and your loved ones are in good health and remain that way.

(Organization) has risen to this occasion, quickly shifting programs, classes, and events online, reaching out personally to our members, dreaming up new ways to engage one another and stay connected. [or, insert a different sentence citing an example about how your organization has risen to the occasion during this time]

You are a valued supporter of (Organization) and you know how important it is to our community that we continue our work now and in the future. To ensure financial stability (Organization) is currently participating in the LIFE & LEGACY® initiative focused on strengthening its endowment.

Please consider joining me in making an after-lifetime charitable gift to secure the future of (Organization).

Your gift costs nothing today – it starts with a promise, your commitment that you will remember (Organization) in your will, trust, retirement account, or life insurance policy. The attached Letter of Intent is how you make this promise.

Those who came before us built and seeded Jewish life so that we would have places for connection, education, prayer, and fellowship. Now is our opportunity to do that for the next generation.

I look forward to welcoming you to our Legacy Society.

Warmly,

(Your Name)

P.S. Your gift will help us receive a \$XXXX cash incentive grant from the Federation (we need 4 commitments before July 1 to qualify)