

# Dear [Donor's Name],

I hope this message finds you in great spirits. I am reaching out to share an exciting opportunity for you to make a lasting impact through our Planned Giving program.

Your incredible generosity over the years has significantly advanced our mission at [Organization Name]. It is supporters like you who help us [briefly describe impact, e.g., "provide essential services to our community"].

As a valued donor, we want you to consider joining a special group of advocates who are committed to ensuring a brighter future through planned gifts. This allows you to align your philanthropic goals with your overall financial and estate planning.

We invite you to explore options such as bequests, charitable gift annuities, and trusts, which not only provide you with tax benefits but also allow you to leave a legacy that reflects your values.

I would love the opportunity to discuss this further and explore how you can make a powerful difference. Please feel free to reach out at your convenience to schedule a meeting or phone call.

Thank you for your continued support and belief in our mission.

Warm regards,

[Your Name]  
[Your Title]  
[Organization Name]  
[Phone Number]  
[Email Address]