

Sample Letter requesting support

(date)

(name)

(address)

(city, state, zip)

Dear (name),

Will you consider helping **(name of organization)** in our goal of attracting long-term support for our mission? I know you appreciate that proactively encouraging our friends and supporters to support **(name of organization)** by remembering us in their will, trust or other form of legacy giving will strengthen our organization and diversify our revenue stream over time.

By underwriting the cost of our participation in the Legacy Online™ program, you will enable us to create the tools to attract long-term support including:

- A strategic plan and next steps to grow our legacy giving program;
- A goals and objectives statement;
- A written case statement for legacy giving;
- A plan and methodology for engaging our board;
- A legacy giving prospect list and methodology for identifying future legacy giving donors;
- Materials to engage and talk with legacy giving prospects;
- Stewardship and donor relations criteria and materials;
- A template for communications and marketing;
- Legacy giving policies and procedures; and,
- Standards for assessing, quantifying, and measuring legacy giving progress.

Thank you so much for considering a gift of \$997 to pay for this training. This investment will pay for itself many times over. In fact, legacy giving fundraising costs only between three and five cents for every dollar received. I'll call within the next few days to discuss this further.

Sincerely,

(Name)

(Title)

Ps – To learn more about this program and how it can help us, go to: www.legacygiving.com