

General Appeal Letter

The following letter can be used as an introduction to the endowment fund and a solicitation for planned gifts. It is written for parishes but can be edited to apply to schools or other ministries. The letter should be sent to planned giving prospects who do NOT receive a personal visit letter.

To request a Microsoft Word version of this document that you can customize for your use, please contact the Foundation at info@rcfstl.org.

Dear <<Salutation>>,

As a Catholic community, we have been richly blessed with God's gifts. In truly appreciating our blessings, it is important that we remain mindful of those who came before us. Thanks to the stewardship of past generations, we are able to rejoice today as a strong, united parish in God's love. As the Church of today, we are likewise responsible for providing for the Church of tomorrow, working to secure for future generations the blessings we have enjoyed and more.

In effort to ensure lasting sustainability for <<Organization>>, we have established the <<Fund>> at the Roman Catholic Foundation. This fund which will offer our parish a permanent source of income. Annual distributions from the fund will allow us to look to the future, planning and growing rather than merely maintaining. We are fortunate to have established this fund, but its level of impact depends on dedicated parishioners like you.

I invite you to consider establishing a planned gift to benefit our endowment fund. Making a planned gift that will provide financial support long beyond your lifetime is easier than you might think, and chances are, your gift won't affect your current lifestyle at all. There are giving opportunities that allow you to give after receiving an income stream for life and opportunities as simple as a bequest in your will or trust or a beneficiary designation of your retirement account or life insurance policy.

Enclosed you will find details of our fund and the ways to create a planned gift and a response card to indicate your interest. Please complete the card and return to our planned giving partner, the Roman Catholic Foundation of Eastern Missouri.

God bless you, and God bless the future of <<Organization>>.

<<Signature>>

<<Name>>

<<Title>>

<<Organization>>

If you wish to leave a gift to our endowment fund in your will or trust or would like to designate the fund as beneficiary of your life insurance or retirement account, please use the following title: Roman Catholic Foundation of Eastern Missouri (EIN 46-3309222) for benefit of <<Fund>>.