

Appeal Letter for Top Donors

The following letter can serve as an “ask” when a committee member makes a visit with a planned giving prospect. Committee members may provide this letter as part of a larger packet of information (Customizable Endowment Fund Brochure, Ways to Give Summary, Planned Gift Intention Form) to be reviewed with the prospect during the visit.

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>>

Your dedication to <<Organization>> has long been evident. Our Catholic community depends on strong individuals of faith like you to serve as a beacon of hope in the world. I want to thank you sincerely for your consistent gifts of time, talent and treasure to our ministry.

As such a strong supporter of our <<parish/school/ministry>>, you undoubtedly recognize the challenges and opportunities we face. Our goal of ensuring long-term sustainability for our <<parish/school/ministry>> is of vital importance. One great step we have made toward this goal is establishing the <<Fund>> at the Roman Catholic Foundation. This fund will provide annual distributions in perpetuity that will be used to continue our ministry.

The key to utilizing our endowment fund to its full potential is building it over time. You might not realize that you can give a significant gift to our fund at no cost to you during your lifetime or that you can even leave a gift to the fund while securing a steady income for yourself. There are many simple planned giving opportunities that allow for tremendous benefits both to you and our Church.

If, for example, from your estate you leave the <<Fund>> just 25 times the amount you give annually to our <<parish/school/ministry>>, the amount of your annual gift will continue supporting our <<parish/school/ministry>> in perpetuity through fund distributions. Many families opt to consider the Church as an additional child in their estate plans, and still others leave to the Church the biblical tithe (10 percent) from their estate.

Each of these possibilities, if executed, would make a tremendous impact on our parish for generations to come. I ask you, a devoted supporter of <<Organization>> to remember in your estate plans the Catholic community to which you have given so much during your life. Please consider establishing a planned gift in support of <<Fund>>. Should you need additional information, our Planned Giving and Endowment Building Team is happy to assist, or the experts at the Roman Catholic Foundation (314.918.2890) can provide confidential guidance. Thank you for your support of <<Organization>>.

In Christ,

<<Signature>>

<<Name>>

<<Title>>

<<Organization>>