ALL TOGETHER ORG

Dear [Name],

1 Thank you so, so much...for being *you*.

2 Through your [gift/inquiry], you have given us a glimpse of your beautiful kindness and generous heart. Your compassion for [beneficiaries] shines brightly, and your interest in their [2-3 noun phrases detailing qualities of beneficiaries: relentless curiosity, welcoming hearts, infinite potential] inspires us.

3 People like you help our organization rise to ever-greater heights. We could not be the vibrant, thriving community we are today without you.

[begin optional paragraph if recipient asked for PG info or offer but has yet to give a gift]
4 There is a way that your kindness can last far beyond your lifetime and inspire many future generations of learners and leaders: a gift in your estate plan. It's the perfect way to make a deeply meaningful gift **5** with little difficulty but a lot of flexibility, versatility and security.
[end optional paragraph]

6 We eagerly await the chance to speak with you **7** about how your commitment will help [adjective + beneficiaries + ideal result; example: countless children become their greatest selves]. **8** Thank you for choosing to share your best self with us.

Sincerely,

Frank Fundraiser

Frank Fundraiser
Foundation President
All Together Org

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1 Begin with emphatic gratitude to donor for who they are, not what they might give or did give.

2 Continue praising the person with specificity. Use adjectives such as kind, compassionate, caring, generous, thoughtful.

3 Add donor connectedness to nonprofit and donor support as key to org's success.

4 Suggest gift in estate plan as the way for donor's qualities and impact to endure after lifetime.

5 Touch on practical appeal of gift.

6 Further boost donor's value—the org is privileged to have the opportunity to speak with them.

7 Show how donor's action could lead to the best possible outcome.

8 End with gratitude and validation of donor's autonomy (they chose to do this great thing, and they're a great person for doing so).

STELTER