Sample Messages to Encourage Endowment & Legacy Gifts

One Line Messages
A simple message can be used as a consistent reminder to your donors. Place the message on letterhead, on envelopes, in your newsletter, and on your website.

Remember, you can provide for [your organization]’s future with a gift in your will.
Please remember [your organization] when making your long-term financial plans.
Have you considered including [your organization] in your long-term financial plans?

Messages that invite a response
With these messages, you offer your donors a chance to request additional information about endowment and legacy giving. Include one of these messages—or combine two or more—on gift envelopes and reply cards, as well as in newsletters. The DCF will provide information needed to respond to requests.

___ Please send me additional information about:
    ___ Creating a fund in my name for [your organization].
    ___ Making a gift that provides income for my lifetime.
___ I have included [your organization] in my long-term plans.
Name:
Address:
Phone: email:
Your response will remain confidential.

___ I have included [your organization]’s endowment fund in my long-term plans.
___ Please send me information about including [your organization] in my estate plans.
Name:
Address:
Phone: email:
Your response will remain confidential.

Please send me additional information regarding:
___ Making a gift in my will for the benefit of [your organization]’s endowment fund.
___ Making a gift that provides income for my lifetime.
___ Benefits of donating non-cash assets.
Name:
Address:
Phone: email:
Your response will remain confidential.

To learn more, please contact David Fleming, Senior Vice President of Gift Planning, at the Delaware Community Foundation by calling 302.504.5224 or email dfleming@delcf.org.