

Endowment Building Tools: Sample Language

Encourage Endowment and Legacy Gifts, simply.

1. 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.

- Have you considered including [your organization] in your long-term financial plans?
- 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.

2. Include the following messaging below in your annual ask, newsletters or other publications. With these messages, you offer your donors a chance to request additional information about endowment and planned giving. Include one of these messages on gift envelopes and reply cards.

Please send me additional information about:

- Creating a fund in my name for [your organization].
- Making a gift that provides income during 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.

- 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.