



## Sample Messages to Encourage Endowment and 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. If requested, the Community Foundation will help customize the information needed to respond to these requests.

\_\_\_ 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.*

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 about making a bequest to [your organization]'s Endowment Fund, please contact [your organization's] contact person and contact info]. You may contact Ella Fahrlander, Chief Engagement Officer at the Community Foundation of Northern Colorado, at (970) 488-1979 or [ella@NoCoFoundation.org](mailto:ella@NoCoFoundation.org).

Since 1975, the Community Foundation of Northern Colorado has been connecting people who care to the causes they care about. The Foundation serves as the long-term steward for charitable funds — a multifaceted role that involves receiving and managing complex gifts, acting as the trustee of charitable trusts, providing numerous investment options for donors, and accounting for each individual fund.