

LifeHelp
Legacy Life
Non-profit Email to Mid-Level Donors – Template
#4 5-10-12

From: [NAME/TITLE/ORGANIZATION]
Subject: A better way to give to [ORGANIZATION]
Reply to: [ORGANIZATION]
To: [NAME/EMAIL ADDRESS]
Attachment: [*LEGACY LIFE VS. BEQUEST FLIER*]

Dear [FIRSTNAME],

If you've thought about leaving money to [ORGANIZATION] in your will, let me tell you about a new program that's far better than a bequest for you – and for us. The program allows donors like you to ultimately leave much more to us *without donating more*.

In addition to magnifying the impact of your gift by anywhere from two to five times – or more, you'll receive significant tax advantages not available with a bequest. And unlike a cash bequest, with this program funds are not taken away from your estate or your heirs' inheritance upon death. Plus, compared to a bequest, the process is easier and simpler for you. It's set up without attorneys, CPAs or complex estate planning.

The program that makes this possible, Legacy Life, is described in the attached summary.

So if you were thinking "bequest," I encourage you to consider this better way to optimize your already generous and much-appreciated donations to [ORGANIZATION], through the Legacy Life program.

For answers to any questions, and a no-obligation look at your options, please call the Legacy Life program administrator at 1-877-243-9988, 7 a.m. to 6 p.m. Pacific Time.