

LHC  
Legacy Life  
Generic Non-Profit Organization Staff Email Announcement  
#6 5-8-12

To: [EMAIL ADDRESS]  
From: [ORGANIZATION]  
Subject: Announcing the Legacy Life Program  
Attachments: [*PROGRAM OVERVIEW AND LEGACY LIFE VS. BEQUEST DOCUMENTS*]

Dear [NAME]:

We are excited to announce that we will now be working with a program called Legacy Life to help increase the financial impact of end-of-life gifts from our mid-level donors. Legacy Life is a far superior alternative to a bequest for us and the donor.

Legacy Life uses life insurance to magnify a mid-level donor's gift to us by several times, with no increase in the size of the donation. We expect it to appeal to many donors who are considering a bequest of four figures or more. The attached documents illustrate the advantages of Legacy Life for such donors and for us.

The program will be administered by a company called LifeHelp, with many decades of experience helping people find and purchase life insurance. The process is convenient for our donors, with everything handled by phone, mail and online.

Our collective goal now is to acquaint our mid-level donors with the program and its benefits. To that end, we will be (INSERT INITIAL MID-LEVEL DONOR COMMUNICATIONS PLANS HERE). In the meantime, if you have any questions about this program, please let me know.

Best Regards,

[NAME]  
[TITLE]  
[PHONE]