SAMPLE LEGACY SOCIETY INVITE LETTER – ALL AUDIENCES

Objective: Nonprofits invite donors to become legacy society   
members and thus support the Leave 10 South Sound initiative

Audience: Current donors at local nonprofits  
(To be imprinted on NPO’s letterhead)

(DATE)

Mr./Mrs. (INSERT NAME) (ADDRESS) (CITY/STATE/ZIP)

Dear (INSERT NAME):

Because of your commitment to (INSERT SHORT MISSION HERE), I want to personally invite you to become a member of (INSERT ORGANIZATION NAME)’s Legacy Society, (INSERT SOCIETY NAME IF THERE IS ONE). Our society is composed of generous and forward-thinking donors who choose to support the long-term success of (INSERT MISSION/GOALS) through a planned gift, in a way that shares core values with others.

It’s easy to do. You do not need to be wealthy to leave a legacy. There are creative and flexible giving options that can benefit you and (INSERT ORGANIZATION NAME). The enclosed materials provide an overview of planned giving options that we’ve created as a partner in the Leave 10 South Sound initiative, which aims to encourage each of us to leave 10% of our assets to community nonprofits. More information is also available on our website, (INSERT LINK). And we are always available to meet with you or discuss your plans and options on the phone. No matter what or how you choose to give, we would like to honor your dedication to (MISSION). Recognition opportunities are included in the enclosed material, however, you always have the option to remain anonymous if you choose.

Ensuring the (MISSION STATEMENT) and sustainability of (INSERT ORGANIZATION NAME) through a planned gift will benefit generations to come. Your support of ( MISSION) will be long remembered and serve as an inspiration to others.

Warm regards,

(NAME)  
(EXECUTIVE DIRECTOR)