



Appeal Letter for Top Donors

The following letter can serve as an “ask” when a committee member makes a visit with a planned giving prospect. Committee members may provide this letter as part of a larger packet of information (Ways to Give Summary, Planned Gift Intention Form) to be reviewed with the prospect during the visit.

Dear <<Salutation>>

Your dedication to << parish/school>> has long been evident. Our Catholic community depends on strong individuals of faith like you to serve as a beacon of hope in the world. I want to thank you sincerely for your consistent gifts of time, talent, and treasure to our ministry.

As such a strong supporter of our <<parish>>, you undoubtedly recognize the challenges and opportunities we face. Our goal of ensuring the long-term sustainability for our <<parish/school>> is of great importance. One important step we have made toward this goal is establishing a Planned Giving Program.

The key to growing our planned giving program is building it over time. You might not realize that you can give a significant gift to << parish>> at no cost to you during your lifetime or that you can even leave a gift to the << parish>> while securing a steady income for yourself. There are many simple planned giving opportunities that allow for tremendous benefits both to you and our Church.

If, for example, from your estate you leave the <<parish>> just 25 times the amount you give annually to our <<parish>> in an endowment with the Catholic-Foundation-Diocese of Austin, the amount of your annual gift will continue supporting our <<parish>> in perpetuity through fund distributions. Many families opt to consider the Church as an additional child in their estate plans, and still others leave to the Church the biblical tithe (10 percent) from their estate.

Each of these possibilities, if executed, would make a tremendous impact on our parish for generations to come. I ask you, a devoted supporter of << parish>> to remember in your estate plans the Catholic community to which you have given so much during your life. Please consider establishing a planned gift in support of << parish/school>>. Should you need additional information, contact []. Thank you for your support of <<parish>>.

In Christ,

<<Signature>>

<<Name>>

<<Title>>

<< parish>>