**Sample Appeal – Announcing LCF+**

Below is a sample appeal for your community to announce the LCF+ Incentive Program. The first is a written appeal with a formal tone, the second is an email appeal with an informal tone.

Please feel free to tailor this letter to fit your community foundation.

[Insert Logo]

[Local Community Foundation]

[Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

Dear [Donor’s Name],

As we embark on a new year, we want to express our gratitude for your support of the [local community foundation]. Your commitment has been critical to our success – growing our endowment to $[x] and providing $[x] in grants each year – so we are excited to share an opportunity that will enhance the impact of your generosity.

Over the next five years, the [local community foundation] is engaged in an endowment fundraising challenge offered by the Montana Community Foundation. In the first year, the Montana Community Foundation has committed to contributing $5,000 to [local community foundation] if we can raise $[x] for our endowment. ***Will you help us secure this additional investment for [community] by contributing to our endowment for the next five years?***

The future is hard to predict, but one thing we know is that [community] will need resources in the years to come. Through our annual grant cycle and workshops, [local community foundation] ensures that [community] has the resources it needs both now and in the future. [add any other details about your impact].

To contribute to our endowment, please visit <https://mtcf.org/giving/give-now> or send the enclosed donation form to [address]. There are a variety of giving options, ranging from cash to stocks to bequests, so feel free to contact us directly at [phone number] or [email address] to discuss your unique situation. Your donation, regardless of size, will bring us closer to our goal.

Together, we can transform this opportunity into a reality and continue to make [community] a place we are all proud to call home.

Sincerely,

[Your Name]

[Your Title]

[Local Community Foundation]

*P.S. What’s your legacy for [community]? We would love to talk with you about including [local community foundation] in your will. If you have included [local community foundation], let us know so we can thank you!*

**Subject: Ready to Lend a Helping Hand?**

[Salutation],

This year, [local community foundation] is taking on a new challenge. We are raising $[x] for our endowment to receive $5,000 from the Montana Community Foundation for grants in [community]. We need your help to reach this goal, so we’ve included a few easy ways you can support us.

**Donate.** You can donate directly to our endowment by going to <https://mtcf.org/giving/give-now>. You can also send a check to [address]. Curious about other giving options? Reach out to us at [phone number] or [email address].

**Share Widely.** Endowment building is successful because of our collective support for [community]. Help us grow this collective support by sending this email to a couple relatives, friends, or neighbors that also loves our community.

**Get Online.** We cannot reach this goal without letting all [community] know about this opportunity. So we encourage you to use your social media networks: post on Facebook, Instagram, or LinkedIn about why you support [local community foundation] to encourage others to do the same.

Thank you in advance for your support!

*P.S. What’s your legacy for [community]? We would love to talk with you about including [local community foundation] in your will. If you have included [local community foundation], let us know so we can thank you!*