**Example Appeal Letter – Why an Endowment?**

Below is a sample appeal that discusses the LCF+ Incentive Program along with the value of an endowment for your community. 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],

It is difficult to make predictions, especially about the future. One sure thing is that [community] will need resources for its needs in the future. These needs could be similar to today’s – housing, childcare, and a vibrant downtown [or edit needs] – or they could be needs that we have not yet imagined.

That is where [local community foundation] comes in. A gift to [local community foundation]’s endowment means that our community will have resources for generations to come. [local community foundation]’s endowment at the Montana Community Foundation is invested for the long-term. Each year, 4.5% is distributed back to [local community foundation] for grants and programs.

That is where you come in. Did you know that the Montana Community Foundation is challenging [local community foundation] to raise $[x] in 2024? If we do this, we will receive an additional $5,000 for our grants [or edit based on your use of the incentive]. ***Will you help us reach this goal by donating to [local community foundation]’s endowment and providing for [community]’s future?***

To donate to our endowment, please visit <https://mtcf.org/giving/give-now> or send the enclosed donation form to [address].

There are also a number of other ways to give to [local community foundation] that provide you with tax and financial benefits. These include:

* A gift made in your will or trust
* A gift that pays you income for life
* A gift of life insurance or retirement plan assets

To learn more, please reach out to [local community foundation] at [phone number] or [email address]. We would love to chat with you about your giving options.

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: Join Us in Securing [Community]’s Future**

[Salutation],

It’s challenging to predict the future, but one certainty is that [community] will require resources for its evolving needs. Whether it’s housing, childcare, or needs that we have not yet imagined, [local community foundation]’s endowment ensures that we are equipped to support our community. Our endowment is our anchor.

So, here’s the deal: we’re aiming to raise $[x] for our endowment in 2024. [Local community foundation]’s endowment at the Montana Community Foundation is invested for the long-term. Each year, 4.5% is distributed back to [local community foundation] for grants and programs.

But wait, it gets better! **If we reach our goal of $[x], the Montana Community Foundation is throwing in an extra $5,000 for grants [or tailor to use of incentive].** That means your gift isn’t just providing for [community]’s future, it is helping tackle projects right now. **Can we count on your support?**

To donate to our endowment, please visit <https://mtcf.org/giving/give-now> or send a check to [address].

There are also other impactful ways to give to [local community foundation] that provide you with tax and financial benefits. These include:

* A gift made in your will or trust
* A gift that pays you income for life
* A gift of life insurance or retirement plan assets

To learn more, please reach out to [local community foundation] at [phone number] or [email address]. We would love to chat with you about your giving options.