**Example Newsletter Announcement**

Below is an example of a blurb to include in a newsletter to announce your community foundation’s participation in the LCF+ Incentive Program.

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

**Montana Community Foundation Challenges [Local Community Foundation] to Grow Our Endowment: Increase Your Impact!**

As we enter the New Year, [Local community foundation] is thrilled to announce that we are embarking on a new journey: significantly growing our endowment over the next five years. In 2024, the Montana Community Foundation is challenging [local community foundation] to raise $[x] for our endowment. If we succeed, we will receive $5,000 for grants within our community.

Each year, our endowment fundraising goal will go up along with the match from the Montana Community Foundation. By the end of 2028, our endowment will have grown to $[x] and we will have secured an additional $30,000 for [community]. However, this challenge is not just about the dollars raised; it is about the lasting impact our endowment will have on [community].

We know that [community] will need resources for its needs in the future, whether these are housing, childcare, or needs that we have not imagined yet. Our endowment with the Montana Community Foundation is invested for the long-term and 4.5% is distributed back to [local community foundation] each year for our grants and programs. Our endowment helps us ensure that we will have the resources to meet [community]’s needs for generations to come.

**Will you help us reach our goal by taking one of the actions below?**

1. **Donate.** You can donate online to our endowment at <https://mtcf.org/giving/give-now> or send a check to [address]. To help us reach our fundraising goal each year, we encourage you to think about a monthly or quarterly reoccurring donation.
2. **Reach Out.** There are also impactful ways to give; these range from designating [local community foundation] as a beneficiary on your retirement plan or including [local community foundation] in your will. Please reach out to us at [phone number] or [email address] to talk about your giving options to maximize your impact in a tax-advantaged manner.
3. **Share Widely.** Endowment building is successful because of our collective support for [community]. Help us grow this collective support by sending this newsletter to a couple relatives, friends, or neighbors.

We are excited about where this challenge will take [local community foundation] over the next five years. As a community, let’s collectively build a legacy that will support [community] well into the future!