



# Endowment Building Solicitation Letters & Response Cards

*You can build awareness about building your organization's endowment a number of ways. Even though we may live in the digital age of communications via the internet, email and social media; there is something to be said about the power of the good old-fashioned letter. In the following examples, you will find several of the messages that may be communicated in your newsletter articles, opinion editorials or the "ask" in a direct request to a potential or current donor.*

## Letter 1: Bequests

Today's Date

Potential Donor's Name  
Donor's Street Address  
City, State and Zip Code

*"When you put down the good things you ought to have done, and leave out the bad ones you did do well, that's memoirs."*

Will Rogers

Dear Donor:

Whether or not we write our memoirs, in the end we are all remembered for our acts—for the lives we touch and by the causes we advance. In that light, I invite you to consider creating a lasting legacy by including the [your organization] endowment fund in your long-term plans.

The word "endowment" means simply that your legacy gift will be managed by the Delaware Community Foundation and invested for the benefit of [your organization]. The earnings from these investments will be contributed to [your organization] every year and then used by [your organization] to fulfill its mission.

You may create an endowment fund in your name or the name of another. Then each year a gift in the fund's name will be distributed to [your organization]. Legacy gifts take many forms including:

- Gifts made in your will or trust;
- Gifts that pay you income;
- Gifts of life insurance or retirement plan assets.

To learn more, please return the enclosed confidential response card. Or, you may contact [your staff contact] or David Fleming, Senior Vice President for Development at the Delaware Community Foundation, by calling 302.504.5224 or email [dfleming@delcf.org](mailto:dfleming@delcf.org).

Sincerely,

Name  
Organization & Title

## Delaware Community Foundation

### Wilmington

P.O. Box 1636  
Wilmington, DE 19899  
302.571.8004

### Central Delaware

101 W. Loockerman St., Suite 2C  
Dover, DE 19904  
302.724.7552

### Southern Delaware

36 The Circle  
Georgetown, DE 19947  
302.856.4393

[www.delcf.org](http://www.delcf.org)



Confirmed in Compliance with  
National Standards for U.S.  
Community Foundations



## Letter 2: Why an endowment fund?

Today's Date

Potential Donor's Name

Donor's Street Address

City, State and Zip Code

*"We don't like their sound, and guitar music is on the way out."*

Decca Recording Company rejecting the Beatles, 1962

Dear Donor:

**The future is hard to predict.** But one thing we do know is that we will need resources to fuel our mission in years to come. That's why we've established the [your organization] endowment fund at the Delaware Community Foundation. The fund is professionally invested for the long-term. Each year, 5% of the average fund balance is distributed to us to support our ongoing needs.

**That's why our endowment fund is at the Delaware Community Foundation.** Our endowment fund benefits from the Foundation's investment expertise and from being part of a large portfolio. The DCF employs gift planning professionals who will help our donors make current gifts and legacy gifts to our endowment fund. The DCF handles all administrative details and investment responsibilities for our fund, freeing our staff to concentrate on our mission.

**You can play a part.** There are a variety of ways to give that provide you with maximum tax and financial benefits. They 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.

We hope you will play a part in our future. To learn more, please return the enclosed confidential response card. Or, you may contact [your staff contact] or David Fleming, Senior Vice President for Development at the Delaware Community Foundation, by calling 302.504.5224 or email [dfleming@delcf.org](mailto:dfleming@delcf.org).

Sincerely,

Name

Organization & Title

### Response Card

It's important to include a response card with your solicitation letter; encouraging donors to "invite" you to contact them. Here's a simple message to include.

\_\_\_ Please send me additional information about:

\_\_\_ Creating a fund in my name for [your organization].

\_\_\_ Making a gift that provides income for my lifetime.

\_\_\_ I have included [your organization] in my long-term plans.

Name:

Address:

Phone:

email:

*Your response will remain confidential.*