Dear (donor first name),

What a whirlwind these last few months have been! I hope you and your family are well and are adapting to our new world. So much is different today. And I am just beginning to appreciate how much of what I value remains the same.

You and I both share a deep connection to (Organization) and to our Jewish community. For me, it is the place my life revolves around, where I have made my friends, the place I turn to when I want to feel grounded and whole, the people who share in my joys and lift me up when I need it. (or replace with other language that describes your connection to the organization)

I am reaching out to you today to help make sure (Organization) will remain vibrant and have the resources to evolve to meet the needs of the next generation. A strong endowment will allow this to happen, and we are building just that – by securing after-lifetime charitable gifts as part of our LIFE & LEGACY® initiative.

Anyone can participate and it requires no money now. When you designate a charitable gift in your will, trust, retirement account or life insurance policy, you make an important statement of belief in the Jewish future.

I would love to talk to you about joining me and the (#) others who have committed to leaving a legacy to (Organization) as well as supporting the other Jewish organizations in our community that you value . I will be calling you in the next few days to schedule a conversation.

Thank you so much for being part of our (Organization) community.

(Closing language)

(Name of individual emailing)
(Mailing address)

P.S. Through our partnership with the (Jewish Federation/Jewish Community Foundation) and the Harold Grinspoon Foundation, (Organization) is eligible to receive a much-needed unrestricted grant once we reach certain goals. You can help us by making your legacy commitment today.