

Dear (Donor name),

I never could have predicted this world in which we find ourselves. I hope you and your loved ones are in good health and remain that way. [insert personal reflection like “I hear my dog barking on every zoom call I take.” or “I am sheltering-in-place with my husband and four adult children and haven’t cooked so much in 10 years!”]

At this trying time, we are all in need of what anchors us. I am finding that connecting with those who are important to me, family, friends and checking in with the causes I care about feels good right now.

As a fellow legacy donor, you share my commitment to (Organization). You understand that we are here for people today and are committed to being here in the future as well.

As I looked for concrete actions I could take to help at this challenging time, I decided to sit down and formalize my legacy commitment to (Organization). I feel good knowing that (Organization) will be able to care for others in the future. I invite you to join me by putting in place the legal arrangements for your legacy gift. It is something simple you can do now that will make a big difference in the future.

I have included some information on ways to make your gift, and the attached Gift Confirmation Form lets us know you have done so. Please be in touch with [contact person] if you need assistance with this process.

We are all doing our best to move forward, and I firmly believe that our strength and resilience will carry us through, and there will be better times ahead. Thank you so much for all you do for our Jewish 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 incentive grant goals. You can help us by formalizing your legacy commitment today.