

UPDATED JANUARY 8, 2026

Charitable Giving in 2026:

Sample Postcard Language Under the One Big Beautiful Bill Act

Sample language provided for adaptation. Attribution is appreciated when used.

FRONT

Small Intro Header (top):

New Tax Rules Are Now in Effect

Main Tagline (big):

Give Smarter in 2026—Navigate the New Charitable Deduction Rules Wisely

Sub-Tagline (smaller):

The One Big Beautiful Bill Act has changed the landscape. Smart planning matters more than ever.

Supporting Line (neutral, nonprofit-agnostic):

Beginning in 2026, new federal limits may reduce the tax value of charitable gifts for some donors. With thoughtful planning, you can continue supporting the causes you care about—while making the most of today's rules.

BACK

Headline (bold):

Charitable Giving in 2026: What's Changed—and How to Adapt

With the One Big Beautiful Bill Act now in effect, charitable giving rules have shifted. A new 0.5% adjusted gross income (AGI) floor for itemizers, along with limits that may reduce the effective tax benefit for higher-income taxpayers, mean that strategy matters more than ever.

Here are ways donors are adjusting their giving in 2026:

- **Understand the new AGI floor**
Only charitable contributions exceeding 0.5% of adjusted gross income are deductible for taxpayers who itemize.

- **Plan gifts more intentionally**
While every gift still makes an impact, tax efficiency now depends more heavily on structure and timing.
- **Use “bunching” strategically**
Combining multiple years of giving—often through a donor-advised fund—may help donors exceed the new threshold and maximize deductions.
- **Consider multi-year commitments**
Thoughtful pledges can support long-term planning while allowing flexibility in how and when gifts are fulfilled.
- **Take advantage of the non-itemizer charitable deduction (where applicable)**
If you take the standard deduction, current law allows a limited above-the-line deduction for certain cash gifts to qualified public charities. Eligibility and limits may vary by filing status and tax year.
- **Leverage appreciated assets**
Gifts of publicly traded stock or other appreciated assets may continue to offer advantages over cash, depending on individual circumstances.
- **Focus on impact, not just the deduction**
Early and well-structured commitments help organizations plan effectively and deliver meaningful, lasting results.

Let's review giving options that align your philanthropic goals with today's rules. Contact us below, visit our website, or use the QR code on this card.***

We wish you a very pleasant year-end season.

Contact:

Jane Doe, Director of Philanthropy

Phone: 000-000-0000

Email: jane.doe@example.org

www.URLHERE.org

QR Code

Disclaimer:

This information is not intended as legal or tax advice. Please consult your professional advisors for guidance tailored to your individual circumstances.

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*****SAMPLE ENDINGS.** These examples are meant to spark ideas. The most effective endings sound like *you*, not a template.

Healthcare / Hospitals

Your generosity advances care for patients and families who need it most. Let's ensure your gift is structured for maximum impact—for them, and for you.

Higher Education / Universities

Scholarships. Research. Future leaders. Let's structure your support to create meaningful impact—now and for generations to come.

Faith-Based / Religious Organizations

Faithful stewardship means giving wisely. We help you align your generosity with your calling—while navigating today's charitable giving rules.

Arts & Culture / Museums

Art endures. So can your impact. Let's find a giving strategy that supports the work you value—and works for you.

Environment / Conservation

The land doesn't wait—and neither should your impact. Let's ensure your gift protects what matters most, as efficiently as possible.

Social Services / Human Services

Meals. Shelter. Hope. Your gift changes lives today. Let's make sure it works as hard as possible for you.

Animal Welfare

Your generosity protects animals who cannot protect themselves. Let's ensure your gift creates lasting care—while working wisely under today's rules.

Museums

Preserving history takes foresight. Let's structure your support so it protects what matters—today and for generations to come.

Music & Performing Arts

Music brings people together and endures across time. We help you plan a gift that sustains the arts—and works wisely under today's rules.

Cultural Institutions (General)

Culture reflects who we are and what we pass on. Let's ensure your support creates lasting impact, thoughtfully structured.

Education (K–12 / Independent Schools)

Strong schools shape strong futures. We help you plan your gift to support students today—and generations to follow.

Foundations & Community Foundations

Strategic philanthropy strengthens entire communities. We help you structure gifts that align long-term impact with today's giving rules.

International / Humanitarian Aid

In times of need, thoughtful giving matters. We help you plan support that reaches farther and lasts longer.

Research & Science

Progress depends on sustained support. Let's structure your gift to advance discovery—efficiently and thoughtfully.

Veterans & First Responders

Those who serve deserve enduring support. We help you plan gifts that honor service and create lasting impact.

Youth Development

Investing early changes lives. We help you structure gifts that support young people—now and into the future.