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| File Number | 2001 |
| Primary Topic | Charitable Gift Annuities |
| Marketing Uses | Gift Plans for Older Prospects |
| Suggested Formats | Solicitation Letter |
| Approximate No. of Words | 500 |
| Suggested Headline | It’s OK to be a Little Selfish When You Make a Gift! |

After your initial charitable gift annuity marketing, it’s wise to target subsequent marketing to address any concerns your donors might.

This letter addresses potential anxieties of retirees and older prospects by providing creative solutions in the form of a charitable gift annuity. The letter also highlights the difference between yields on common stocks and gift annuities.

How the letter is organized:

* Introductory paragraph inviting prospect to consider a charitable gift annuity.
* A list of concerns many older donors have (“Are you looking for additional income now that you’ve retired?”).
* Explanation of how a charitable gift annuity works.
* Solutions to some of the previously mentioned concerns
* Using a charitable gift annuity.

Dear **[PROSPECT NAME]**:

***It’s OK to be a Little Selfish When You Make a Gift!***

***Or***

***You Can Help Yourself While Helping Others.***

***Or***

***Help Yourself While Helping Others***

You’ve read in our Newsletter about what a smart choice a *Charitable Gift Annuity* is when you want to make a gift to support **[DESCRIBE YOUR NONPROFIT’S MISSION]**. Why? Because a charitable gift annuity *pays you back* more benefits in return for your contribution than almost any other gift plan.

Have you considered what a charitable gift annuity could do for you?

* Are you looking for additional income now that you’ve retired?
* Would you like to lock in a higher yield, but want to avoid immediate capital-gains tax?
* Are fluctuations in your dividend income becoming a concern?
* Are you worried that the value of securities in your portfolio is about to decline?

If any one of these is a concern to you, then a well-planned charitable gift annuity could be the solution – a solution that works for you while providing future support for an organization you care about. It’s a win-win!

Here’s how a charitable gift annuity works: In return for your contribution, we contract to pay you and/or somebody else (your spouse, your friend, your disabled relative) a fixed amount annually – for life. The payout rates are based on your age at the time you make the gift. You’ll receive a charitable deduction in the year you create the annuity; and, only a part of each annuity payment will be taxed as ordinary income.

Here are some ways a charitable gift annuity can address and resolve the previously mentioned challenges:

**NOTE: ANNUITY RATES CHANGE. DO NOT MAKE YOUR EXAMPLE SPECIFIC.**

*Looking for higher income?*

A charitable gift annuity can have payout rates well above the yields of many common stocks and CD’s. Common stocks often pay dividends of two to three percent – so, if you hold $20,000 of a Fortune-500 stock, you’ll be lucky to earn $600 per year in dividends. A charitable gift annuity will pay a couple in their early 70’s almost $1000 per year, nearly twice that amount. Not only that – but the payout rate is fixed and guaranteed for life, and a portion is tax-free.

*Plus,* there’s no upfront capital gains tax on your contribution of appreciated securities for a higher-yielding gift annuity. You will be responsible for only a portion of the tax, and it will be spread over your lifetime.

*Worried that the value of stock in your portfolio is about to decline?*

You can freeze its current market value for income purposes by contributing it for a gift annuity. XYZ, Inc. is currently trading at $40 per share, but you’re worried that it may decline. Quick – transfer the shares to us to fund a charitable gift annuity. The value of the annuity will be determined on the date the stock transfers to us, so your income payments will be based on the market value of XYZ on that date.

Before you make a significant gift, consider the gift that rewards *you* significantly as well as us – a *Charitable Gift Annuity*. I’ll be happy to show you how well one could work for you.

Sincerely,

**[YOUR NAME, HAND-SIGNED SIGNATURE]**

**[CONTACT INFORMATION]**

PS: Remember – a charitable gift annuity is an irrevocable gift. Before you make any planned gift, please consult with us as well as with your own legal and financial counsel.

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| **Disclaimer to use at the end:**This publication is intended to provide general gift planning information. Our organization is not qualified to provide specific legal, tax or investment advice, and this publication should not be looked to or relied upon as a source for such advice. Consult with your own legal and financial advisors before making any gift. |

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