Dear Randy,

First, a thank you. Then, a request.

Over the years, [organization] has grown to be the largest [health system, services organization, etc.] in the state. Everyone in [Michigan, state, city] knows the name “[organization].” But, Randy, I know *your* name. And I know that your generous support through the years has helped make us who we are. Your gifts have provided [healthcare, etc.] services to the poor, purchased new medical equipment, and renovated patient care facilities to be state of the art. I am so grateful for you. *Thank you.*

Now, here’s the request. Can you and I schedule time to have a conversation? I’d like to tell you about some strategic and creative planned giving tools that will enable you to support compassionate, holistic healthcare in your community in a *far more significant way than you ever thought possible.*

I’m talking about making a gift through your will, trust, or retirement plan, giving life insurance, or taking advantage of one of our popular gift plans that provides steady, lifetime income to you and your loved ones.

Now, I realize many people start nodding off when talk turns to wills and retirement plans. If that’s you, don’t worry. Most people I talk to are pleasantly surprised to learn that these types of planned gifts are much simpler than they expected, and many of them return significant benefits back to the donor. In fact, for many people, gift planning turns out to be a powerful means to achieve life goals. But I’m getting ahead of myself.

When can we talk? Our conversation will be just that—a conversation. No sales pitch, no pressure, nothing too technical—just a chance to envision where healthcare in our community is headed and how you can be part of it.

Would you kindly take a moment to return the reply card? I’ll be in touch to set up a time to talk.

Gratefully yours,