Dear Randy,

The other day I stopped at a red light that happened to be right in front of one of our assisted living homes. Five or six of the residents were sitting on the front porch in their wheelchairs enjoying the warm spring sunshine. Just as I glanced over, two women tipped back their heads and burst out laughing, and I couldn’t help but smile.

The light turned green and I drove on my way, feeling very grateful—grateful for this faith-based hospital system, grateful for the hope, healing, and compassionate care we are able to provide to people in communities all over Illinois, grateful for the warm spring day. And grateful for you! Your generous support through the years has helped provide health care services to the poor, purchase new medical equipment, and renovate patient care facilities.

We have grown to be the largest health system in the state, known for our high standards of excellence and our holistic approach to healthcare—and we couldn’t have done it without you! Thank you.

I’m writing to let you know about an exciting opportunity to make a bigger impact on the future of [ORGANIZATION] than you may have thought was possible. There are ways to make a planned gift to [ORGANIZATION] that will:

* Allow you to make a gift to [ORGANIZATION] far bigger than you imagined possible
* Cost you nothing during your lifetime
* Establish [ORGANIZATION]as part of your legacy
* Take nothing away from the provisions you’ve made in your will for your family and loved ones
* Be absolutely transformational for many years to come

Now, I realize that many people start nodding off when talk turns to wills and bequests. 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. Like everything we do at [ORGANIZATION], we aim for excellence, while at the same time keeping people and relationships in mind. So our planned giving conversations are just that—conversations. No sales pitch, no pressure, nothing too technical—just a chance to dream about the future and plan your legacy.

I would love to have a personal conversation with you and tell you about some of our goals and dreams for the future, as well as discuss options for making a planned gift to [ORGANIZATION]. Would you take a moment to return the reply card, and I’ll be in touch to set up a time to talk.

Gratefully yours,

Jane Doe, MBA, CLU®

VP, Foundation

[ORGANIZATION]