

Sample Prospecting Letter

America is the land of abundance, and nowhere is this fact more evident than in the philanthropic arena. In 1999 alone we gave approximately \$175 billion to well deserving charities. Fully 85% of this amount was contributed by individuals such as you and me. Many people refer to this money as social capital, because of the tremendous positive impact that it has on society as a whole. If you are one of the individuals who gave, or have thought about charitable giving, I would like the opportunity to talk to you about an exciting tool that is now available to you.

Donor Advised Funds

Donor advised funds afford you all the benefits of charitable giving (tax deduction, support of a worthy cause, sense of selflessness etc.), AND at the same time give you the maximum amount of control and flexibility that is possible. The Fund receives donations, and in turn makes grants to other charities which are recommended by you, the donor. When the account is opened it is given a title of your choice (i.e. The Smith Family Charitable Foundation). The uses of donor advised funds are as limitless as the number of people who contribute to them. For example you can establish: a scholarship fund, endowment fund or simply a family fund to perpetuate your personal legacy.

If this sounds like something you would like to learn more about please call me so that we can discuss it in more detail. I am sure you will see the value in using a donor advised fund to facilitate your charitable giving plan.