



Resources for Nonprofit Fundholders

Sample Newsletter Articles

Article #1

"We don't like their sound and guitar music is on the way out."

Decca Recording Company rejecting the Beatles, 1962

The future is hard to predict. But one thing we do know is that we will need resources to fuel our mission in the years to come. That's why we've created the [your organization] endowment fund at the Community Foundation for Mason County.

Our fund is professionally invested for the long-term, and each year, 4% of the average fund balance is available to us to support our ongoing needs. The Foundation handles all administrative details and investment responsibilities for our fund, freeing us to concentrate on our mission.

[Include a couple lines about your mission or a mention of someone who has given to your fund or left a legacy gift.] George & Jane Donor believe in the importance of our work, which is why they've been giving to our fund each year in addition supporting our current operations.

We hope you will consider playing a part in our future. To learn more, please contact [your staff contact] or Andrea Large at the Community Foundation at 231.845.0326 or alarge@cffmc.org.

Article #2

Did you know that [organization] has an endowment fund with the Community Foundation for Mason County?

Building future support to sustain our work in the community is important to us. [Add a line or two about what you do.]

While we still need your direct support for our current operations, we want you to know that anyone can contribute to [organization's] future with an endowment gift of any size!

You can add to our fund today, and think about leaving a future gift through your estate. It's the perfect way to show your love for your community and to leave your legacy for future generations. It does not require great wealth. It requires generosity of spirit and the desire to share what you have for the benefit of others!

Contributions to our endowment fund are tax deductible and can take many forms. To learn more about making a gift to the [organization] endowment fund, contact [your staff contact] or Andrea Large at the Community Foundation at 231.845.0326 or alarge@cffmc.org.

Article #3

You can make an important investment in [your organization] that costs you nothing during your lifetime!

By making the [your organization]'s endowment fund at the Community Foundation for Mason County the beneficiary of a life insurance policy or retirement plan, you can be assured that your gift will receive expert stewardship and help us meet our mission well into the future.

Using a beneficiary designation form available through your plan administrator, you can specify the entire account or simply a percentage of it. By directing the benefit to "the [organization]'s endowment fund at the Community Foundation for Mason County, a 501(c)(3) tax exempt organization," you are making a lasting gift that does not require that you make changes to your will and trust documents. It's easy and free!

To learn more about making a gift to the [organization]'s endowment fund, please contact [your staff contact] or Andrea Large at the Community Foundation at 231.845.0326 or alarge@cffmc.org.

Article #4

While you know we depend greatly on the gifts you give us for our annual operating budget, we want you to know that we are planning for our organization's future by building an endowment fund at the Community Foundation for Mason County.

If you feel good about the impact you're making with your gifts today, we hope you'll consider an extra gift to the Fund to ensure that your impact continues far into the future! There are some easy ways to do that:

- Write a check to the Community Foundation, with our Fund name in the memo line, and drop it in the mail to them at P.O. Box 10, Ludington MI 49431. Or give online right now at www.mason-foundation.org/give-now and select our Fund from the options.
- Transfer appreciated stock by having your financial advisor contact the Foundation (231.845.0326, alarge@cffmc.org or 231.332.4107, hsytsema@cffmc.org). Be sure to let them know it's for our Fund, and they'll handle all the details from there.

- Plan a future gift. An easy, free way is to update your beneficiary designation form on a retirement account or life insurance policy. Instead of leaving 100% to your family, you can split it so that a percentage goes to the Community Foundation for our Fund (again, be sure to specify!). Or you can work with your attorney to write a bequest into your will or trust, or craft a more complex arrangement that meets your needs. For more information, you can contact [our staff] or Andrea Large at the Foundation at 231.845.0326 or alarge@cffmc.org. If you do a planned gift, we hope you'll let us know so we can thank you and be sure we understand what you'd like your gift to do!

Your gifts mean so much to this community. Thank you for being steady supporters of the work we're doing together today, and thank you for considering an extra gift to the future!