

Sample Letter Announcing a Legacy Challenge Program – To Be Customized for Specific Gift Officers

Date

Name

Address 1

Address 2

Dear Name:

I hope that you had a wonderful holiday season and I wish you a very healthy and happy New Year!

I am writing to let you know that GW is launching the Legacy Challenge initiative on February 1. The Legacy Challenge is a matching gift program that allows donors who document bequest commitments or other planned gifts to be matched (for 10% of the value of their planned gift up to \$10,000) with current funds that can be directed to the GW cause/fund of their choice. For example, if you document a \$100,000 bequest to the GW ____ School, then you can direct \$10,000 of matching funds to the _____ College/School, or to any other GW area of your choice. (Or you could *Insert another example, if desired, that is relevant to the donor.*)

Several GW donors have committed \$350,000 in Legacy Challenge matching funds to enable GW to offer this program to our alumni and friends. When this pool of money has been matched to new planned gifts and completely used up then the program will end. We hope the matching funds will last five months until the end of the *Making History* campaign on June 30, but please do not hesitate to document your planned gift as soon as possible if you would like to take advantage of this matching opportunity. With the Legacy Challenge, you have a unique opportunity to be recognized in the *Making History* campaign and make an immediate impact within your “area of passion” at GW, even though funds from your planned gift won’t be received by GW until after your lifetime.

You can document your planned gift by filling out and returning the enclosed Legacy Challenge Gift Confirmation form and returning it to me via the enclosed stamped envelope. Please note that the Gift Confirmation form is not binding and you can change your estate plans at any time.

If you have any questions please call me at (202) 994-_____. As always, thank you for your thoughtful generosity to the future of GW!

Sincerely,

Gift Officer Name

Gift Officer Title