*The sample personalized letter below can be customized and placed on your ministry’s letterhead and mailed to key members or donors. Insert your own testimonial quote in place of the sample quote below. A flyer promoting your endowment can be included in the mailing with this letter.*

Dear [Name],

I know that the Lord’s work is important to you. Today, I would like to update you on an opportunity to support the Lord’s work that will not only have a lasting impact on ministry but will be a reflection of your Christian faith to those who know you.

Out of thankfulness for God’s blessings, [John and Jane Doe and family] have set up the [Doe Family Endowment Fund] for the purpose of [providing tuition assistance to students at Martin Luther College, New Ulm, MN]. Since an endowment fund makes steady annual distributions to ministry as the fund grows, it supports gospel work for years to come. What a blessing!

It is the prayer of [the Doe family] that others would join them in growing the endowment fund. Here are the thoughts of someone who has been directly impacted by the endowment:

*[“I want to thank the people at our church who care so much about my future as a Christian teacher that they have donated to the Doe Family Endowment Fund. A scholarship from the endowment will help cover the cost of my tuition for the first semester next year, which will be a huge blessing to me. I will be able to focus on my classes and preparing for my future teaching ministry instead of worrying about tuition costs. May God bless you for your generosity!” —Rachel A., sophomore at Martin Luther College in the Early Childhood Education program]*

There are various ways to support the [Doe Family Endowment Fund], including gifts of cash, appreciated stock or mutual funds, life insurance, or real estate. For those 70½ and older, you can make a tax-wise qualified charitable distribution from your IRA. Gifts can also be made through your will or by naming [ministry] as the beneficiary of a portion of your retirement accounts.

If you would like to know more about leaving a legacy of faith in this way, please contact [contact person] at [phone] or [e-mail]. Will you prayerfully consider a gift to the [Doe Family Endowment Fund]? May God bless you for your generosity!

In Christ,

[Signature]

[Name, Title]

*The endowment fund is being administered by WELS Foundation, which exists to help God’s people support gospel ministry by providing full-service gift administration for WELS members and ministries. Learn more at wels.net/foundation.*