*The sample e-mail below can be customized and sent to key members or donors. If possible, sending a personalized e-mail is ideal (Dear Larry and Sue). If you would like to place a link to WELS Foundation in your e-mail, you can use* ***www.wels.net/foundation****.*

Dear [Name],

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!

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.

It is the prayer of [the Doe family] that others would join them in growing the endowment fund. 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].

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*](https://www.wels.net/foundation)*.*