

Date

Dear [first name],

I don't know about you, but the events of the past year have made me even more thankful for the love of Jesus, and for all of the people in my life that I hold dear. I'm guessing that the same is true for you.

Even though so much of the news in our world right now is unsettling, we have some good news to share with you. Our good news is about how you can care for yourself and also care for the ministry of [your ministry name] in the future. It's through a wonderful tool called a **charitable gift annuity**.

How it works

A charitable gift annuity is simple: You make a donation to WELS Foundation using cash or securities, and they in turn provide you with fixed supplemental retirement income payments for life. When the Lord calls you home, the remaining value of your gift is distributed to [your ministry name].

Below is an illustration showing how a charitable gift annuity can work in your situation with payments beginning immediately (payments can also be deferred to a future date). In addition, you receive an immediate income tax charitable deduction, and in most instances, a portion of your gift annuity payment will be a tax-free return of the original principal. Fund your gift annuity with appreciated securities to receive the maximum tax advantage.



Learn more

Please contact me today at [phone #] or [e-mail] to talk about how a charitable gift annuity is such a wonderful way to provide a stable source of income during your retirement and also remember the ministry of [your ministry name] when the Lord calls you home. You can also fill out and return the enclosed card.

Thank you, [first name]. We know that the world keeps changing, but the love of our faithful God never changes. Your support of [your ministry name] impacts lives by connecting people to their Savior.

In Christ,

[Your name]

Tear-off or enclosed reply card wording:

Yes! I would like more information about charitable gift annuities, please.

- Please contact me about supporting the ministry of [your ministry] with a charitable gift annuity.
- Other action item
- Other action item