

Letters to the Editor

Write letters to the editor or guest columns for your local newspaper. Letters are typically 200-250 words. Use a letter as a way to communicate to the public about LEAVE A LEGACY. Guest columns are typically 500-1,000 words. A guest column published around Thanksgiving, for example, could illustrate the importance of giving to future generations. The focus for the New Year could be will planning.

Sample Letter to the Editor

To Whom It May Concern,

In this season of giving, you might consider making a gift that will keep on giving beyond your own life.

How do you do that?

Think of all of the organizations that have either helped you or a loved one. A local hospital. A college or university. A social service agency.

These charitable organizations and many more like them exist to provide services that benefit society.

You can help ensure that your favorite charity continues to provide services beyond your life through a bequest or a charitable gift. By doing so, you'll be making a difference that lasts beyond your own lifetime.

LEAVE A LEGACY is a public awareness campaign designed to help people learn about charitable giving through their wills or estate plans. LEAVE A LEGACY, sponsored locally by <<name of planned giving council>> encourages donors to make a difference in their communities by supporting charitable causes with a bequest or planned gift.

You, too, can make a difference. You don't have to be exceptionally wealthy to leave a lasting impact. Gifts of all sizes make a difference.

How do you go about making a difference? Call your favorite charity and ask about giving opportunities. Its staff can help you better understand the many options that are available. If you work with a financial planner, a lawyer or an accountant, talk to them about your charitable wishes. They can tell you about the tax benefits of planned gifts.

Sincerely,

<<name and PG council here and/or local LEAVE A LEGACY campaign>>