



ADVANCE LETTER TO CONGREGATION

Two to three weeks before All Saints Day, send a letter to families in your congregation announcing the celebration and encouraging them to consider leaving a “legacy gift” to the church. Enclose gift cards and envelopes in case the family would like more information or will be absent on All Saints Day. Also, let them indicate if they have already made a legacy gift to the church so you can thank them.

SAMPLE LETTER



Your Church Name

(Date)

Dear Brothers & Sisters in Christ,

On Sunday, November 3, during all morning worship services, we will be celebrating All Saints Day. This Sunday closest to November 1 is an occasion to remember those in our church family who have passed on to eternal rest in the past year.

During worship, we will celebrate all of these lives and also honor those who have left a “legacy gift” to the church. A legacy gift is distinct from regular giving to the church and can take many forms:

- Bequest in your will
- Charitable gift annuity– income for life and a gift to your church
- Beneficiary designation on your life insurance or retirement plan
- Charitable trust– income for you, then others, and a gift to your church

Throughout the life of (*church name*), our members have left these types of gifts enabling many great ministries, as well as the maintenance and upkeep of our beautiful and historic facility. We will recognize many of those donors on November 3.

Please prayerfully consider making a legacy gift to the church. The enclosed brochure explains more about legacy gifts and their benefits. If you have any questions, feel free to contact me or (*endowment chairperson*), Chair of (*church name*)’s Endowment Committee, at (*email address*) or (*email address*).

Yours in Christ,

(*signature*)

(*pastor name*)

Senior Pastor