

It Keeps On Giving and Giving and Giving

The little figure in the commercial promoting long-lasting battery power reminds me of the enduring character of an endowment fund. Once established, it just keeps paying out money year after year after year. But unlike the battery that eventually runs down, the endowment fund lasts in perpetuity. And perpetuity is a long time.

The permanence of an endowment is exactly what attracts some of our donors to this means of supporting ABC Charity. They like the idea that the principal of their gift will stay intact while the income, or at least a good part of it, will be used for a worthy cause. They realize they will someday be gone and their outright annual gifts will no longer be available to help meet current needs. But through an endowment they can keep making their annual gifts.

Present donors are attracted to the opportunity and know that their gift is a loving one or that it represents a person they use this means to honor and recognize.

Very thoughtful donors want to establish an endowment in their own name as a means to place their names on permanent record as persons who believe in and support a particular program or cause. As Jennifer J. Jones says, "My scholarship endowment lets me invest my name and influence to an area of study I feel keenly about." (Supply appropriate quotes throughout the article to enhance reader interest.)

An endowment can be created during life, or at death through a bequest or trust remainder. It can be restricted to specific needs or unrestricted for general use. You can create your own endowment or contribute to one that already exists. Endowments can be created at once with a single gift or established over time with repeated gifts. Endowments can originate from a single source or through the efforts and support of many persons.

Endowments are especially useful in drawing other family members into the giving arena. For example, grandparents who establish an endowment in the

family's name are providing their children and grandchildren with a continuing tie with ABC Charity as well as a means for them to enjoy the satisfaction of seeing "their" annual endowment grant benefit a worthy cause.

There are other good reasons for tapping into the endowment opportunities at ABC Charity. You owe it to yourself, and your family, to consider this charitable option.

ABC Charity has developed sound policies for creating and managing our own funds. This information is available upon request. Contact PlanGiv at [add name] to show your family a way to give that will last. If you are planning to establish an endowment in your name, she will be happy to discuss with you about this exciting and philanthropic opportunity.

The reply form below will let us know how to assist you. Please take a moment to fill it out and mail it in. We will respond immediately. If you would rather talk to [add name] personally, you can reach her at the planned giving office (000-123-4567).

(Please complete and return this reply form.)

Dear Friends at ABC Charity:

- Please send me more information about the endowment program at ABC Charity.
- I am interested in establishing an endowment.
- Please send me information about the ABC Heritage Society.

Name: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone: _____ Email: _____

Mail this form to: ABC Charity, 123 Main Street, Anytown.