

## If We Had Only Known. . .

*[ABC Charity]* recently received a surprise bequest of \$\_\_\_\_\_ from the estate of a woman we had never thanked. Of course, we appreciated the gift immensely. It revealed a gracious and generous person. And the gift will certainly help us continue to advance our mission.

But we feel somewhat troubled because we never had the opportunity to express our gratitude to her for such kindness. We were unable to let her know how much her gift would mean. If we had only known, we could have said, "Thank you."

And so we encourage our friends to let us know when they include *[ABC Charity]* in their estate plans. Not only can we express our appreciation personally, but we can make sure they are kept up to date with all the developments here at *[ABC]*.

The *[ABC Heritage Society]* was established to recognize those who include *[ABC]* in their estate plans. Members receive an attractive certificate, signed by *[ABC]*'s president, and an invitation to attend an annual reception which includes a special program and VIP tour.

Have you named *[ABC]* in your estate plans? If so, please use the form below to let us know.

If not, will you let us send you a free but valuable brochure on estate planning? It would be worth reading whether or not you choose to make a future gift to *[ABC]*.

If you would like to talk with someone personally about your giving plans, contact John Jones, *[ABC]*'s director of gift planning. His number is 888-123-4567. There is never any obligation.

(Please complete and return this reply form)

Dear Friends at *[ABC]* Charity:

- ☐ Please send me free literature about making a will.
- ☐ Please contact me about a personal visit or other assistance.
- ☐ I have already provided a bequest for *[ABC]* Charity in my will.
- ☐ Please send me information about the *[ABC]* Heritage Society.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_