

JANUARY BEQUEST SOLICITATION LETTER

[DATE]
[ADDRESS]

Dear [NAME],

As the new year starts, there is much uncertainty around us. [INSERT CURRENT EVENTS HERE].

Of course, much in our lives has stayed the same. Family, our community, financial needs and obligations... these things have retained their importance. In fact, it's possible that many people have put these things into sharper focus than ever before.

[STATION] is proud to be a part of this community, and we hope we're an important part of your life in this new year in our new world. We hope that the alternative we provide to the other media choices you're presented with is useful to you. Many listeners tell us that [STATION] brings depth to their lives in a way that no other medium does. As I said, that makes us proud.

This time of year is a good time for beginnings. Perhaps you've been considering beginning the project of getting your estate planning house in order. It's something that many people are reluctant to face. In fact, most people don't have a will to give direction to the distribution of their assets when they die.

We would be honored to have you include [STATION] in your estate plan, but it's really more important that you put the wheels in motion so that you have one. Whether you choose to leave a bequest to [STATION], other nonprofits, or if you decide to leave everything to your family, having a will in place is your only protection that your wishes will be honored.

Some people find that planning their giving in advance can have positive tax consequences. Your attorney or a qualified estate planner can help you determine if that's the case for you. We have some information available on that topic at [www.\[STATION\].org](http://www.[STATION].org) under the heading of "planned giving." Or, feel free to contact me by phone at the address below/above.

Before the gardening season and longer days divert your attention, make it a point to spend some time on your financial future, and that of your family. And, consider [STATION] and other non-profits that are important to you as you make your plans.

We'll be here, providing the best public radio programs available throughout the winter, spring, summer, and fall, thanks to past contributions from people like you.

Please do be in touch if I can provide any assistance to you.

Sincerely,
Development Director