[first name] [last name]

[street address1]

[street address2]

[city], [state] [zip]

[Date]

Dear [first name],

Thank you for your support and influence in our church! As the end of the year approaches, you may be considering the best ways to bless others with what God has given you. [Church name] has partnered with WatersEdge to maximize the impact of tax-advantaged gifts made to ministries like ours, and they can help you make your gift count.

For example, did you know stocks can be transformed into charitable gifts? Through the WatersEdge brokerage account, you can sell shares and distribute the proceeds to [Church name]. WatersEdge will cover the cost associated with these gifts, too, eliminating fees and boosting impact.

Donor advised funds (DAFs) are another way WatersEdge can help you multiply your generosity. DAFs allow WatersEdge to assist you with tax-deductible giving throughout the year, providing flexibility and simplicity. Visit WatersEdge.com/DAF to learn more.

If you’re older than 70½, you might consider giving through an IRA charitable rollover. This giving solution allows donors to gift their IRA’s required minimum distributions to lower their adjusted gross income, allowing partners to further the church’s mission and simplify taxes at the same time. Due to recent legislation, you can also use these distributions to fund a charitable gift annuity (CGA). Learn more at WatersEdge.com/IRA.

If you have questions about year-end giving to [Church name], please don’t hesitate to contact the WatersEdge office at 800-949-9988 or give@WatersEdge.com. Thank you for your generosity.

Sincerely,

[Pastor signature]

[Pastor name]

[Church name]