[first name] [last name]

[street address1]

[street address2]

[city], [state] [zip]

[Date]

Dear [first name],

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 our church. Below are some of the ways WatersEdge can help.

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 entire cost associated with these gifts, eliminating commonly associated fees and boosting the overall impact of your gift.

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 as well as maximizing the impact of your gifts. Visit WatersEdgesServices.org/DAF to learn more.

Individuals 70½ or older may consider giving through an IRA charitable rollover. This giving solution allows donors to gift their IRA’s required minimum distributions in order to lower their adjusted gross income. Learn more at WatersEdgeServices.org/IRA.

Finally, if you itemize your deductions, 2021 offers a unique opportunity to deduct up to 100% of your adjusted gross income for cash gifts made to ministries (excluding donor advised funds).

Please contact the WatersEdge office at 800-949-9988 or give@WatersEdgeServices.org if you have questions about year-end giving to [Church name]. Thank you for your generosity.

Sincerely,

[Pastor signature]

[Pastor name]

[Church name]