



## **VOLUNTEERS - Recruitment Letter (Sample)**

At [Organization's Name], we are pleased to announce that we have developed a proactive Planned Giving Program. The program mandate is to help our donors meet their personal charitable objectives, while maximizing tax and other financial benefits.

We understand that our donors need to make sure that their charitable giving fits their desires, family needs, financial objectives, and tax situation. That's why we created this program, as planned gifts are easy to set up and, importantly, can provide donors with peace of mind, philanthropic satisfaction and the ability to save taxes.

More and more people are taking advantage of these benefits, after discovering the simplicity and affordability of this form of charitable giving. Planned gifts will be of vital importance in helping [Organization's Name], secure its future, in an increasingly competitive and challenging world for charitable organizations.

[Organization's Name], is looking for volunteers who understand the concepts of Will & estate or financial planning to assist us with our program.

We require volunteers to:

- **Act as a Planned Giving Volunteer.**
- **Act as a Planned Giving resource for staff and potential donors.**
- **Write articles on the benefits of Planned Giving, estate and financial planning.**
- **Co-facilitate public seminars on Estate Planning and the benefits of planned giving.**
- **Speak at community and professional associations regarding the benefits of Planned Giving.**

If you are interested in sharing your expertise, please contact me at telephone number [telephone number], extension [Ext #]. I would be delighted to speak with you.

Thanks for your interest!

Regards,

**Signature**  
PGgrowth