***A Proposal for***

***A Campaign to Build Unrestricted Income***

***Our Philosophy***

Organization’s mission is to improve the health of the citizens of our community and region by providing quality healthcare in an efficient and cost-effective manner. Our vision calls for us to be an excellent healthcare provider in the region. From day one, our leaders have faced every challenge head-on and met them in order to best deliver upon our mission and vision.

***Our Challenge***

Although Organization is currently able to provide medical, surgical and support services for individuals, we want to do more. Our path going forward is stable and we will always be here to service the basic needs of patients, yet we desire excellence. To reach the highest level of quality a dramatic increase in unrestricted gifts is needed. We will achieve our goal of excellence with an increase in support from thoughtful friends and supporters. Healthcare is changing! Many of the changes will provide better service and care for our constituents, but there is a higher cost to excellence.

**Our Request**

**Option #1 Multiyear Pledge:** We are requesting a five-year commitment of $\_\_\_\_\_\_\_ per year for a total gift of $\_\_\_\_\_\_\_, payable to Organization. Your gift to our Foundation is tax deductible to the greatest extent of the law.

**Option #2 One-year Pledge**: We are requesting a commitment of $\_\_\_\_\_\_\_ in 2019 payable to Organization. Your gift to our Foundation is tax deductible to the greatest extent of the law.

**Honor or Memorialize a Loved One**

Is there someone you want to name in honor or memorialize with this gift?

**Do You Want to Use an Appreciated Asset?**

Would gifting an appreciated asset be the smartest way to make this gift?

**Our Thanks!**

We appreciate every gift you have generously given in the past and are thankful for your willingness to consider a greater investment to provide excellent healthcare in our region. We pledge that we will wisely spend every dollar. You will be recognized as a member of our distinguished Ben E. Factor Society.

Thank you for your consideration.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

President