



# Email template: Anniversary of QCD gift

*Below, please find an email template you can use to reach out to your past QCD donors on the one-year anniversary of their gift. This is an opportunity to remind them that they can easily renew their generous QCD.*

## Email

**Subject:** [NAME], one simple way to extend your impact

**Body:**

Dear [NAME],

Amidst so much uncertainty, it's thanks to your support that our work at [ORGANIZATION] continues! I hope you, like me, are drawing strength from our shared commitment to [MISSION].

I'm reaching out today to let you know that it's been one year since you made an IRA donation, also known as a qualified charitable distribution (QCD), to [ORGANIZATION]! Your gift came at a crucial time, and we could not be more grateful. In the past year, your donation has directly supported [EXAMPLES OF ORGANIZATION'S RECENT IMPACT].

This year we are faced with challenges none of us expected, and that makes gifts like yours even more impactful. Beyond that, accruing the unique tax benefits of IRA giving may be more important to you this year than in years past.

**Your support is needed now more than ever. Will you consider renewing your IRA gift today, and reducing your future tax burden in the process?** [HYPERLINK WITH UTM TAG]

As a reminder, IRA gifts are one of the most taxwise ways to give: they achieve the same immediate impact as a direct donation, without dipping into your taxable income. These gifts are always tax-free, regardless of whether you itemize on your returns.

Your gift for the year ahead will have as much, or more, impact compared to any time in our organization's history. **This is the smartest way to extend your impact for another year!** [HYPERLINK WITH UTM TAG]

Thanks for your consideration, and please know how thankful we are for your generosity, both past and present. I hope you'll consider reaffirming your support for our mission.



Many thanks,  
[SENDER NAME]