

Stock email template: “Any of your giving”

Subject line: This might be helpful to you!



Dear [NAME],

We’ve been sharing this information with many supporters of the land trust, and they have found it incredibly helpful in how they think about giving to all of the causes they support.

So I wanted to share it with you, in case it’s useful to any of your giving!

This year, we’re seeing a big increase in people giving stock (or mutual funds). Here’s why:

- Many people are realizing that this way of giving can save them money on two types of taxes — they avoid all capital gains taxes and get a full income tax deduction for the value of the stock. Did you know that you can save more than 50% of your gift in taxes this way?
- A lot of folks are also surprised at how easy it is — it can be just a few minutes, and people that do it once tend to prefer this method going forward.

[To make it even easier, we’re providing folks with **this tool** this year to make stock giving simple and straightforward](#), even if you’ve never done it before. Take a look! I think you’ll find this valuable for any of your giving.

Have a wonderful holiday season!

Jane

Jane Doe

Executive Director, Land Trust

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