

TCS FUNDRAISING TEMPLATES

LETTER TEMPLATE

<<<Date>>>

Dear <<<Donor Name>>>,

We both know the value of a <<<School Name>>> education, and I am writing to you to ask for your help in making this quality education possible for more students today. Under Illinois’ *Invest in Kids Act* Tax Credit Scholarships, helping students whose educational options were once limited by household income is easier than ever.

The Tax Credit Scholarship program offers a **75 percent income tax credit** to individuals and businesses that contribute to qualified Scholarship Granting Organizations (SGOs). The SGOs then provide scholarships for students whose families meet the income requirements to attend qualified, private schools in Illinois, like <<<School Name>>>.

Already this year, over **<<<Number of Kids Who Applied to School>>> children** are waiting in line and hoping for a scholarship to <<<School Name>>>. Attending <<<School Name>>> means so much to these families. <<<INSERT TESTIMONIAL/QUOTE FROM A STUDENT/PARENT>>>.

Supporters like you made this family’s dream a reality, and **we are asking for your help** to ensure all <<<Number of Kids Who Applied to School>>> children and their families have the opportunity to attend <<<School Name>>>.

For more information or help with your donation, you can reach us at <<<Contact Information>>>.

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EMAIL TEMPLATE

The TCS fundraising can be even more successful if you are able to engage new donors. A great way to reach people in your network, but perhaps unfamiliar with the TCS program, is through email. The introductory email below can be used to provide background on the TCS program and the matching gift challenge.

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SUBJECT: Grow Your Impact at <<<School Name>>>

Dear <<<Donor Name>>>,

We both know the value of a <<<School Name>>> education, and I am writing to share an incredible opportunity to make this quality education possible for more students today.

Under Illinois’ *Invest in Kids Act* Tax Credit Scholarships, helping students whose educational options were once limited by household income is easier than ever. The Tax Credit Scholarship program offers a **75 percent income tax credit** to individuals and businesses that contribute to qualified Scholarship Granting Organizations (SGOs). The SGOs then provide scholarships for students whose families meet the income requirements to attend qualified, private schools in Illinois, like <<<School Name>>>.

Already this year, over **<<<Number of Kids Who Applied to School>>> children** are waiting in line and hoping for a scholarship to <<<School Name>>>. Supporters like you made this family’s dream a reality, and **we are asking for your help** to ensure all <<<Number of Kids Who Applied to School>>> children and their families have the opportunity to attend <<<School Name>>>.

For more information or help with your donation, you can reach us at <<<Contact Information>>>.

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BULLETIN ANNOUNCEMENT TEMPLATE

If your school is connected to a parish, temple, or community organization, or you attend one, announcing the TCS program can raise awareness and potentially generate new donors. Work with the business office to place an announcement like the one below.

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Initial Notice

You can provide a quality education to children from low-income families while also receiving a state tax credit yourself. The Tax Credit Scholarship program offers a 75 percent income tax credit to individuals and businesses that contribute to <<<School Name>>> under the *Invest in Kids Act*.

Already this year more than 41,000 kids, including <<<X>>> kids at <<<School Name>>>, are in line for a Tax Credit Scholarship. All scholarships are awarded through private funds. That means these <<<X>>> kids need your help today to receive a quality education that best fits them.

For more information, contact <<<Name of School Representative>>> at <<<Contact Information>>>.

Reminder Notice

You can provide a quality school education to children from low-income families while also receiving a state tax credit yourself. The Tax Credit Scholarship program offers a 75 percent income tax credit to individuals and businesses that contribute to <<<School Name>>> under the *Invest in Kids Act*.

With the generous support of private citizens, like you, <<<School Name>>> provided <<<X>> Tax Credit Scholarships for the 2019-2020 school year. But <<<X>>> kids are still waiting in line for a life-changing scholarship. Every dollar gets us closer to funding another scholarship, and these students are counting on you.

For more information, contact <<<Name of School Representative>>> at <<<Contact Information>>>.

WEBSITE INFORMATION

Ensuring information about TCS is accessible to your donors, or potential donors, is important. Consider adding a page or a homepage announcement about the TCS program to your school’s website.

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In August 2017, the Illinois legislature passed the *Invest in Kids Act*, a bill that creates a new way to fund scholarships for low-income children who choose to attend private schools. The law also provides strong incentives for donors to support non-public school scholarships for low-income students. The Tax Credit Scholarship program offers a 75 percent income tax credit to individuals and businesses that contribute to qualified Scholarship Granting Organizations (SGOs). The SGOs then provide scholarships for students whose families meet the income requirements to attend qualified, private schools in Illinois, like <<<School Name>>>.

For more information, view the resources below, or contact <<<Name of School Representative>>> at <<<Contact Information>>>.

<<<Upload documents titled About Tax Credit Scholarship Program, How to Donate, Increasing Donor Investment, Understanding the Tax Credit, and Matching Gift Challenge FAQ.>>>

SOCIAL MEDIA POSTS

Posting on social media accounts, such as Twitter, Facebook, and Instagram, is a quick and free way to share key information about the TCS program. The more you post, the more likely your audience is to see the information. The sample posts below are most effective when used with graphics and images from your school.

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1. Support quality education options through the Tax Credit Scholarship program. For every dollar designated to <<<School Name>>> through [TAG Empower Illinois] you can earn 75 cents in an IL tax credit. To learn more <<<web address or contact information>>>. #TCSHelpsKids
2. You can help hundreds of students and their families realize the dream of a quality education, and receive a 75% tax credit in the process. Learn how <<<web address or contact information>>>. #TCSHelpsKids
3. #TaxCreditScholarships have helped <<<Number of Students>>> at <<<School Name>>>. Consider the gift of quality education today, and receive a 75% tax credit. Learn how <<<web address or contact information>>>. #TCSHelpsKids
4. Every contribution you make to <<<School Name>>> through [TAG Empower Illinois] gives you a 75% tax credit and gives a child a brighter future. Learn how to change a child’s life with a Tax Credit Scholarship at <<<web address or contact information>>>. #TCSHelpsKids
5. This school year, <<<Number of Students>>> students are receiving a #TaxCreditScholarship at <<<School Name>>>. But <<<Waitlist Number>>> kids are still in line to receive a scholarship. Consider helping these students realize the dream of a quality education. Learn how <<<web address or contact information>>>. #TCSHelpsKids

PHONE CALL SCRIPT

Hello, my name is <<<Name>>>, and I am the <<<Job Title>>> at <<<School Name>>>. I would love to talk about how you can get a credit for your state taxes, while providing scholarship aid for students in need. First, I want to make sure I am giving you the right information about this program. Do you have income or another source of revenue subject to Illinois state taxes, such as a retirement disbursement? If so, I would like to share a few key information points for taking advantage of this opportunity.

1. Today we have an unprecedented opportunity for more kids in Illinois to attend <<<School Name>>> thanks to the new Tax Credit Scholarship program under the Invest in Kids Act.
   1. Invest in Kids awards needs-based scholarships to students from low-income households to attend a non-public school, like <<School Name>>>.
   2. Scholarships can cover up to 100 percent of tuition, providing an exciting opportunity for more children to receive a quality education.
   3. This program is funded through donations from people like you.
2. Demand for Tax Credit Scholarships has been overwhelming and currently outweighs the supply of available funds, which is why we need your help.
   1. This year <<<Number>>> students attended <<<School Name>>> with a Tax Credit Scholarship.
   2. But, we still have <<<Number>>> kids in line to receive a scholarship.
   3. Donations for Tax Credit Scholarships are currently being accepted, and your investment will ensure that more students who deserve equal educational opportunities receive a quality <<<School Name>>> education.
3. This exciting program is mutually advantageous to students and donors, because it allows donors to take advantage of state income tax credits, while also directly impacting families through student scholarships.
   1. Those who donate to this program will receive a 75 percent state tax credit.
   2. Donations will help fund a quality education at <<<School Name>>> for students who otherwise would not have access to the lifelong benefits it provides.
   3. Potential donors take four easy steps to donate. We are happy to help walk you through the donation process.
4. Tell the story of a TCS scholarship recipient or their family.
5. Ask if they are able to contribute toward one of these life-changing scholarships.

DONOR ACKNOWLEDGEMENT LETTER

<<<Date>>>

Dear <<<Name>>>,

The value of a <<<School Name>>> education is unparalleled. Thanks to your gift of $<<<Gift Amount>>> to <<<School Name>>> on <<<Gift Date>>>, more children in Illinois have that opportunity than ever before. Thank you!

We would not have been successful without with you. Your investment allows our school to expand educational opportunities to more kids in the <<<Region>>> area and provide them with a quality education.

<<<Include a scholarship success story>>>

Thank you for making a real difference in the lives of the children, like <<<Child’s name from the story>>>, and all the children we serve.

<<<PERSONAL SIGN OFF>>>

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