



Planning the Announcement

Announcing the establishment of your endowment fund is a very important step. The establishment of an endowment fund is a great moment in the life of an organization. It symbolizes the permanency of your organization and a commitment to the future.

The announcement should include the following items:

- What exactly is an endowment fund?
- Why is it important that we have an endowment fund?
- Who or what organization will benefit from our fund?
- How much money was initially deposited into the fund?
- Where did the funds to establish the endowment come from?
- How can others contribute to the fund?
- Who are the trustees of this fund?

The announcement can take many forms. It can be published in your bulletin or other publications. It can be announced at Mass with a reception following mass offering further information. You may want to do a mailing to all your constituents announcing this exciting moment.

Just as important as the initial announcement are subsequent announcements detailing gifts received and the benefits the fund is providing.