

FOR New Donors

POSSIBLE SUBJECT LINES:

1. Celebrating Tax Day! (if you use this as the subject, you may want to change the opening line to something like Yes, you heard me right!)
2. Getting Credit Where Credit is Due!

DRAFT BODY OF EMAIL

Yes, you heard me right!!! Filing your taxes doesn't have to be so painful. Investing in education for students attending (ENTER SCHOOL NAME) can get you Indiana state tax credits. Your gift to this program results in a 50% (of the amount you give) Indiana state tax credit. For example, if you gave \$1,000 to this program you would receive a \$500 state tax credit when you file your Indiana returns next year.

We are grateful that the State of Indiana values Pre-K-12 education so much that it sets aside tax credits for this program each year. You can provide scholarship support to eligible students while receiving an Indiana state tax credit, making it possible for you to celebrate tax season.

We hope that you will consider giving through this unique program. For more information, please visit our website at (link to either your school's SGO giving page or the page on our website).

We partner with Sagamore Institute SGO (Scholarship Granting Organization) You can reach them via email at scholarships@sagamoreinstitute.org, www.s4ec.com, or by calling 317-472-2052 with any questions.

Thank you again for making a difference through your generosity!