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The Mindset and Methods for
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The Artful Asker – Marcy Heim Writing Samples – Before and After....

Dear Name, B E F O R E

We are excited to let you know that XOXOXOXOX Memorial Home's new facility project continues to move forward. The pandemic has not stopped us, rather made this vital project even more important.

Given today's conditions, having a private room or space for isolation purposes is more important than ever. Our new facility will offer more private rooms and semi private rooms that offer separate living space, perfect for social distancing and quarantine / isolation if needed. Another wonderful feature will be a new dementia wing that will allow us to care for our own residents and community members that have memory or cognitive issues.

You know how important this facility is to our community. You also know our independent living and assisted living tenants need this facility for their continuity of care. Would you consider a monetary gift that will allow XOXOXOXOX Memorial Home to have modern, state of the art facilities for many more years to come?

We are a 501c3 and giving is easy, please call X or Y at XXX-XXX-XXXX and we will be happy to assist you with questions and giving opportunities.

Dear Name, A F T E R

May you be well and in good spirits. Thank you for being an important part of the vitality and future of our community.

The XOXOXOXOX Memorial Home's new facility project continues to move forward! The pandemic has not stopped us; rather it has made this project even more important for you and your loved ones.

Today's conditions have demonstrated that a private room or space for isolation purposes is a must to **provide resident comfort, and life-saving safety.** Our new facility will have more private rooms and semi-private rooms that offer separate living space, perfect for social distancing and quarantine / isolation if needed. Another wonderful feature will be a **new dementia wing** ensuring that you, your community, and our own residents with memory or cognitive issues will have access to quality care.

You have a heart for quality care for our community and your loved ones. You understand that our new facility is vital to serving independent and assisted living tenants, residents and our community with a quality and safe continuum of care. **Would you consider a monetary gift to help build XOXOXOXOX Memorial Home's new to modern, state of the art facilities?**

Your gift will provide security, joy, safety and a loving home to our XOXOXOXOX Memorial home families and beyond. Thank you for your consideration.

Dear B E F O R E

I hope and pray you are doing well during this unprecedented time.

You had previously indicated you were considering including X in your Estate Planning. To ensure your donation is directed to the appropriate location according to your wishes, I would appreciate you contacting me to share your thoughts on this matter.

I would like to be able to have your preferences on record, in order to ensure your desires are met at the appropriate time.

Mrs. X, thank you so much for supporting the X through the years and for remembering them when preparing your Estate Planning.

Dear A F T E R

You are a unique gift of God and I hope and pray you are doing well during this unprecedented time. Your prayers and caring for the X are so important and meaningful for us.

You had previously shared you were considering including the X in your Estate Planning. Thank you for your generosity! It is vitally important to me and the entire X family, that we use your donation exactly as you wish. Look for a call from me to hear your thoughts on this in the next few weeks. Should you wish to get in touch with me sooner, my direct phone number is xxxxxxxxxx and my email is xxxxxxxxxx. I would appreciate a conversation with you regarding this to have your preferences on record and ensure your desires are met at the appropriate time. I also would like to hear how you are managing in these times!

Thank you for considering this request. Look for a call from me DATE AND TIME to continue this conversation. Know that your gift will provide our ill and infirmed priests and brothers the care they need before they are called home to God.

God bless,

XXXXXXXXXX

PS. Should you have immediate need to visit, you may reach me at email or via cell at: XXX-XXX-XXXX. Mrs. X, thank you so much for supporting the X through the years and for remembering them when preparing your Estate Planning. It is a deep honor for us to be part of your lasting legacy of caring.