



Here are two sample love letters! Consider these a relational proposal!

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Love Letter 1 – Theater

Dear Joan and Steve,

Your deep commitment to our mission and your generosity these past seven years demonstrates your deep commitment to fostering arts for all. Thank you for your investment in TOArts. It was such a pleasure to walk you around the theatre. Thank you, Steve, for your insightful questions. We are so glad you were able to see our Conservatory Program in action.

This program has been successful thanks to the generosity of investors like yourselves who understand the importance of the arts in our community for future generations. Based on your expressed interest in supporting Creators Conservatory, we are thrilled to present investment opportunities that would ensure this program's sustainability. Creators Conservatory currently costs \$30,000 annually to operate, and your support could create a lasting endowment to fund this program in perpetuity.

#### **Creators Conservatory Endowment Investment Opportunities**

- ▶ **The Joan and Steve Jones Creators Conservatory Endowment - \$1,000,000** This transformational investment would fully endow Creators Conservatory in perpetuity. We envision structuring this as a \$750,000 endowment fund that would generate \$30,000 annually at 4%—covering the complete annual operating costs of the program forever—paired with a \$250,000 planned gift to create additional program enhancements and ensure future growth and excellence.
- ▶ **The Jones Family Creators Conservatory Legacy - \$750,000** This investment would provide significant ongoing support through a \$600,000 endowment fund generating \$24,000 annually at 4%, covering 80% of The Creators Conservatory's annual operating costs—combined with a \$150,000 estate commitment to support future program expansion and enhancements.
- ▶ **The Joan and Steve Jones Creators Conservatory Foundation - \$500,000** This foundational investment would provide substantial ongoing

support through a \$350,000 endowment fund generating \$14,000 annually at 4% covering nearly half of Creators Conservatory's annual operating costs—combined with a \$150,000 planned gift to support long-term program sustainability and growth.

Given your personal philanthropy, it is evident that education and empowerment of youth are core values for you. Your investment will not only provide financial support but also establish you as champions of arts education in our community, with your \$32,950 in previous giving recognized as part of your total transformational investment. Your investment will be key in TOArts' ability to provide high-quality programming. You understand better than most that oftentimes programs operate on bare bones. In a community like ours, with a facility like the Bank of America Performing Arts Center, we believe we have an obligation to go above minimum; to create programs of excellence.

### **The Investment Structure**

Any of these investment levels can be structured to meet your philanthropic and financial planning needs:

- ▶ Immediate gifts can be made over 3-5 years toward our \$5M campaign goal
- ▶ Estate commitments can be structured through various planned giving vehicles
- ▶ Combined giving allows maximum flexibility and impact

Please know that this is the first draft, and with your feedback, we can make any adjustments.

We look forward to continuing this conversation and determining the most meaningful investment for your legacy.

## LOVE LETTER 2 – Christian School

Dear Betty and Joe,

You both have poured so much love, commitment, and heart into Forest Lake Academy. Betty, you served this school faithfully for many years, as a faculty member, and as someone who helped strengthen nearly every area of campus life. You helped raise funds that blessed our students, supported Share the Dream, expanded athletics, strengthened music programs, and helped move FLA forward during seasons when your leadership made all the difference.

You both give back because you believe deeply in the mission of Adventist education. Your children are alumni, and your family's connection to FLA is woven into your story. Joe, your support has been steady and heartfelt. Betty, the work you did here continues to bless us every single day. Thank you for all you have done and for all you continue to do for Forest Lake Academy.

We are moving forward with the **Building for Tomorrow Campaign. At the same time, we are also Building for Today to ensure the needs of current students are met as we grow.** The three investment opportunities below we feel align beautifully with your story, your service, and your love for this school.

Dr. Baker and I ask you to prayerfully consider these – all of which can be completed over time, that not only reflect your family’s history at FLA but also extends your legacy into the future.

**1. The Jones Family Office of Advancement & Engagement Wing – \$250,000**

This opportunity is profoundly connected to your legacy at FLA, Betty. You led the Development Department with passion, vision, and unwavering dedication. Naming the Offices of Advancement and Engagement after your family would honor your years of service and the foundational work you did to strengthen fundraising, alumni relations, and donor engagement.

This wing will be the center of storytelling, philanthropy, alumni connection, and mission advancement—the very work you poured your heart into. It would recognize the seeds you planted and the legacy of generosity you helped shape.

**2. The Jones Family Endowment for Worthy Students – \$100,000**

Your family has always believed in giving students access to Adventist education—especially those who need financial support. Through Share the Dream and your own personal giving, you’ve helped countless young people receive an FLA education who would not have had that opportunity otherwise.

A Jones Family Endowment would permanently support worthy students year after year. This is a gift that grows, sustains, and blesses long beyond a single moment. It would reflect your lifelong belief in helping students find a home at FLA regardless of financial obstacles.

**3. The Jones Family Classroom – \$70,000**

A classroom named after your family would be a beautiful tribute to both Melissa’s years of teaching and your shared commitment to Christian education. In this space, students will learn, pray, grow, and discover who God is calling them to be.

Every student who walks into the Keller Classroom will be surrounded by the same spirit of excellence, compassion, and faith that you both have modeled throughout your lives.

Betty and Joe, your fingerprints are already woven into the history and heartbeat of Forest Lake Academy. This campaign is an opportunity to extend that legacy into the next generation of students whose lives will be shaped by this campus.

**Please consider continuing this conversation with Dr. Baker and me for an honest conversation about these opportunities and what might feel most meaningful for your family.** Of course, we also understand investments of this significance may need to be presented over a few years and we have funding in place to give you and other donors the timeline needed.

Look for a text with a few dates that are open in the next few weeks. We would be honored to hear your thoughts, listen to your hearts, and explore together how your legacy could be reflected in this next chapter of FLA.

With deep appreciation and warm regards,  
Heidi Salazar