**EMAIL BLAST TEMPLATE**

**Matching Gift Program**

**Subject Line: Matching Gift Opportunity for Tax Credit Scholarships**

Dear [insert salutation],

[NAME OF PARISH/SCHOOL] is grateful to you for supporting the advancement of Catholic school education. I am writing about a unique opportunity for Archdiocese of Chicago Catholic schools. In August 2017, the State of Illinois passed a bill to create a tax credit scholarship program, “[Invest in Kids](http://tax.illinois.gov/InvestInKids/),” that is mutually beneficial to students and donors. It provides a 75 percent Illinois state income tax credit to individuals and corporations that contribute money to fund scholarships for students to attend private schools. Illinois students from low-income families may use these scholarships to attend a non-public school of their choice, including the more than 200 Archdiocese of Chicago Catholic schools in Cook and Lake Counties.

Donors who are passionate about school choice have contributed more than $46 million to the program statewide this year. To further their impact by increasing the funds available for scholarships next year, several donors have partnered with Empower Illinois and the Archdiocese to create a ***matching gift pool***.

* Every dollar donated to this program through Empower Illinois between December 1, 2018 and February 28, 2019, and designated to a school operated by the Archdiocese of Chicago, will be matched with two dollars from this pool (limitations apply). The program will end when all matching funds have been depleted or on February 28, 2019, whichever comes first.
* When you take into account the 75% tax credit you receive on the donation and this match, a donation of $5,000 will have a net cost to you of $1,250 and will provide $15,000 in scholarships for low-income families.
* After April 1, 2019, any matching gift program funds that are not awarded at a designated school will be reallocated to low-income students at schools with unmet demand.
* Donors who would like to receive the tax credit for their 2018 taxes should begin the process prior to December 14, 2018 to ensure they have enough time to make their gift by December 31, 2018.

Join us in supporting Archdiocese of Chicago Catholic Schools and provide more children a quality Catholic school education. Contact the Tax Credit Scholarship Office at tcs@archchicago.org or 312.534.2617 today.

Sincerely,

[SIGNATURE]
[TITLE]

**General Program**

**Subject line:** Personal Benefit, Common Good

Dear [insert salutation],

[NAME OF PARISH/SCHOOL] is grateful to you for supporting the advancement of Catholic school education. I am writing about a unique opportunity for Archdiocese of Chicago Catholic schools. In August 2017, the State of Illinois passed a bill to create a tax credit scholarship program, “[Invest in Kids](http://tax.illinois.gov/InvestInKids/),” that is mutually beneficial to students and donors. It provides a 75 percent Illinois state income tax credit to individuals and corporations that contribute money to fund scholarships for students to attend private schools. Illinois students from low-income families may use these scholarships to attend a non-public school of their choice, including the more than 200 Archdiocese of Chicago Catholic schools in Cook and Lake Counties.

To date, nearly 3,000 students in Illinois have received scholarships. However, more than 44,000 students have applied for a tax credit scholarship, including many new and current Catholic school students, but due to lack of available scholarship funds, four out of every five of those students **are not receiving a scholarship**. There are millions of dollars in tax credits waiting to be claimed, and more donations for tax credit scholarships will ensure that our doors are open to more students who deserve an equal opportunity to receive a Catholic school education.

* Individuals and corporations can make donations to Scholarship Granting Organizations (SGO) that will distribute scholarships to qualified K-12 students.
* Donors will receive a 75 percent state tax credit for donations made to an SGO.
* Students may receive tax credit scholarships beginning with the 2018/19 school year.

Join us in supporting Archdiocese of Chicago Catholic Schools and provide more children a quality Catholic school education. Contact the Tax Credit Scholarship Office at tcs@archchicago.org or 312.534.2617 today.

Sincerely,

[SIGNATURE]
[TITLE]