



ANGEL

SCHOLARSHIP FUND

*Turning taxes into tuition
with the Catholic Community Foundation*

Direct Mail Instructions Updated- March 11, 2022

Introduction

In 2022, Ohio General Assembly established a new program whereby Ohioans can receive a 100% tax credit against Ohio income tax liability for cash contributions to certified organizations that grant scholarships to students, including those attending Catholic schools. The maximum credit amount is currently \$750 (\$1,500 if married filing jointly).

The Catholic Community Foundation established The Angel Scholarship Fund (ASF) as a Scholarship Granting Organization to support our Catholic Schools and students in the Diocese of Cleveland. Beginning January 1, 2022, it is possible to “turn tax dollars into tuition” by making a charitable contribution ASF that is eligible for a 100% tax credit on the donor’s 2022 State of Ohio income tax return. Please visit our website for more information: www.catholiccommunity.org/angel.

This is a golden opportunity for all parishes and schools in the Diocese of Cleveland to generate financial support for families seeking a Catholic education for their children, as well as bolster the vitality of our 107 schools. Because this is a new program, it will be important to educate those who support Catholic education and encourage their participation in our tax-credit scholarship program.

ASF Direct Mail Kit

A well-executed direct mailing to your constituents is a powerful tool for increasing awareness and support for the program. However, it must be done well! An ASF Direct Mail Kit is available at www.catholiccommunity.org/angel-toolkit. The kit includes:

- Cover letter template for personalization
- ASF flyer
- ASF contribution card
- ASF #9 Return Envelope

Please read carefully the following steps for creating, preparing, and sending your ASF Mailers.

STEP 1- Alert the ASF office as to your intention to send an ASF direct mailing to your constituents. Information to provide:

- Organization Name
- Name of Person preparing the mailing
- Contact information
- # of letters you plan to send
- Date of the mailing

Send to Fred Roberts: froberts@catholiccommunity.org / 216-902-1312

STEP 2- Create and print a **cover letter**

- The most important aspect of the letter is personalization. “Dear Parishioner” letters are strongly discouraged!
- A personalized letter requires clean data to complete a mail merge that produces professional looking letters.
- The number of letters that are printed will correspond with the number of flyers, contribution cards, return envelopes, and #10 business envelopes.
- A handwritten signature from the pastor/president/principal is encouraged.
- The cover letter should be printed on your parish/school letterhead.
- Print letters in ALPHABETICAL ORDER.

STEP 3- Print and fold the **ASF flyer**

- This is a two-sided tri-fold flyer that can be printed on a color printer/copier.
- The flier can be folded twice to fit in a #10 business envelope.

STEP 4- Print the **ASF contribution card**

- This file is formatted “3-up,” which means three cards per 8½ x 11 sheet.
- This should be printed on card stock.
- When cut, the card will be able to fit into a #9 return envelope.
- It is not necessary to personalize the card.

STEP 5- Print #9 Return Envelope

- Contributions will be sent directly to ASF.

STEP 6- Compile each mailer

- Cover letter goes on top, then flyer, then contribution card and BRE.
- Print a set of labels IN ALPHABETICAL ORDER and affix to the #10 Envelope.
- Insert in a #10 business envelope
- **PRIOR TO SEALING- DOUBLE CHECK EACH MAILER TO MAKE SURE NAMES ON LABEL AND PERSONAL LETTER MATCH!**
- Seal letters, apply first class postage, and drop in the mail.

STEP 7- Contact the ASF office to confirm the mail date and number of pieces sent.

CONGRATULATIONS! FOLLOWING THESE STEPS WILL PUT YOU ON THE PATH TO GENERATING MUCH NEEDED SCHOLARSHIP DOLLARS.