**INITIAL SUPPORT EMAIL SAMPLE**

Subject line: Come Alongside Peter and Mary Smith

Dear Family and Friends,

We are so grateful we live in a state that supports school choice! Thanks to the Private School Tax Credit Program, Peter and Mary can receive tuition scholarships through tax credit donations made by friends and family like you who specifically recommend them to receive the funding. This provides our family the financial assistance we need to continue their wonderful education at [name of private school], where Peter and Mary are thriving!

When you give a tax credit donation to APESF, you receive a **dollar-for-dollar tax credit** against your Arizona income tax obligation. When you file your state taxes, if you typically receive a refund, your tax credit donation will increase your refund. If you owe the State, you will either reduce the amount you pay or receive a refund.

The 2023 maximum contribution amounts for the Private School Tax Credit Program are $2,609 for married and $1,307 for singles. But please know that any donation amount makes a difference and is much appreciated.

Would you consider supporting Peter and Mary by making a tax credit donation to Arizona Private Education Scholarship Fund (APESF) and recommending them as specific students? The process is very easy, but if you have any questions at all, the team at APESF is available and happy to help! You can call them at 480-699-8911 or email helpdesk@apesf.org.

You can make a safe and secure credit card donation online at [www.apesf.org/donate](http://www.apesf.org/donate), or you can print this [Mail-In Contribution](https://apesf.org/wp-content/uploads/2023/04/Mail-In-Contribution-Form-2023.pdf) form and mail it in with your check donation. There is a section on both options for you to type in Peter and Mary’s names as your recommendation. Your donor information is confidential, so please don’t feel obligated to participate.

Thank you for all the support you have given to our family throughout the years. It means the world to us!

Sincerely,

The Smith Family