



Dear TIRF Supporter,

Wednesday, June 19, 2019

If you have been following our newsletter and updates over the last year, you have learned that TIRF is seeking ways to achieve stronger financial footing. In this letter, we are asking for your support in **becoming a monthly, recurring TIRF donor**.

Over the last twelve months, we have been promoting our professional services around the world and our results are proving fruitful. Via new international partnerships, we are furthering our mission while helping to offset TIRF's annual cost of operations. We remain grateful for these new opportunities, yet we realize more proactive planning and further diversification of revenue-generating strategies are needed.

So, what do we have in store this year to help TIRF maintain a balanced budget? We're glad you asked!

Automated monthly recurring donations are a popular way individuals support nonprofit organizations. **Benefits are realized by donors and the nonprofit alike.** For donors, you can easily choose how much you want to donate and how frequently the donations will be delivered.

Think about it – setting up a monthly \$10 donation takes only moments to do and the pain of making a one-time \$100 gift won't be felt right around, say, the holiday times when budgets are already tight.

There are also benefits for organizations like TIRF. We would enjoy predictable annual revenue that will allow individuals to continue to benefit from the multitude of resources we have. TIRF's grant and prize programs, as well as its publication endeavors, will also be supported.

In other words, monthly donations offer TIRF sustainability and allow programs and operations to run smoothly from one year to the next. And in this year's midyear appeal campaign, we are targeting \$5, \$10, and \$20 monthly donations.

If only 50 people out of the hundreds that will read this message decide to support TIRF with a monthly, recurring donation, the Foundation will realize between \$3,000 and \$12,000 annually from such gifts. This predictable level of funding will help us reach our target from individual donors like you each year.

Please will you help TIRF by setting up a monthly, recurring donation in the amount of \$5, \$10, or \$20?

You can sign up online via our new giving portal here: <https://donate.keela.co/tirf/tirfs-midyear-appeal-2019>

We'll be delighted to have your support in the months ahead. For any inquiries about our work, please don't hesitate to get in touch with us at the emails listed below. As always, thank you for your efforts in helping TIRF serve our field as the Foundation for language education.

Kind regards,
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