

SOME PERSON
123 Any St.
Yuma AZ, 85364

Dear So & So:

As you may know, our son John is attending Local Yuma Private School. Local Yuma is a private school which qualifies to receive tuition payments made possible by contributions made in accordance with the Arizona Private School Tax Credit to a School Tuition Organization such as STAY. In essence, AZ taxpayers can make a donation to STAY and reduce their AZ tax liability dollar for dollar. In effect, the taxpayer is pre-paying part of their AZ income taxes by making a contribution to STAY. For example, if you made a \$500 donation to STAY and your AZ tax refund was going to be \$400, it will generally now be \$900 because the \$500 dollar donation was a tax credit not a deduction. You must have an AZ tax liability for the program to help you as a taxpayer, but many of us have a liability and don't realize it. The real beauty of this program is that you can recommend a specific student to receive the benefit of your contribution. If you recommended John, it could reduce his tuition by as much as 100% of your donation.

It is through the generosity and understanding of people like you that enable us to put our son in a private school. I know that this investment will pay dividends for years to come.
*****DESCRIBE HOW THIS EDUCATION MAKES A DIFFERENCE TO
YOUR CHILD*****.

Enclosed you will find a STAY brochure. We hope you feel moved to contribute so that our son can continue to be nurtured in a healthy environment. If you have any questions, please give us a call at home or call STAY at (928) 782-5786.

Sincerely,

YOUR NAME
(**) ***_**