

Subject: A thought on legacy

Body:

[Patron Name],

I'm writing to you for a specific reason outside of our usual communications. In my position, I have a unique vantage point on how successful families in our community approach the challenge of creating a lasting legacy, and your family has been on my mind.

The most common misstep I see is confusing a temporary photograph with a permanent work of art. That is why I am making this personal introduction.

I've been working with a Master Portrait Artist, Kevin G. Saunders, who has a process for creating true, 200-year heirlooms. His work is not a photograph in the modern sense; it is a masterpiece with the permanence and emotional depth of a classical painting, and it serves as a definitive historical document for the family. It is the antidote to the disposable "photo packages" we've all seen.

In the spirit of full transparency, our organization has a strategic partnership with the studio. As part of their philanthropic commitment, they donate a generous 6% of any commission that results from an introduction like this directly back to our cause. It is an innovative and dignified way we are working to fund our mission.

I am making this introduction because I believe his work is a perfect fit for the story your family represents. His private San Antonio atelier is the premier destination for these major commissions, whether it's a powerful statement piece for a retiring CEO, a full board of directors, or a significant family matriarch.

This is a significant undertaking, and I would encourage you to do your due diligence.

1. You can see the gallery of his finished masterpieces here: [KGS Studios Portrait Gallery](#)
2. You can read his compelling essay on the art world's return to this kind of timeless quality here: ["The Great Correction"](#)

I am confident you will find this connection worthwhile.

All the best,

[Your Name]

[Your Title]