

HOW TO SOLICIT DONATIONS TO INDIVIDUAL TAX CREDIT PROGRAM

- 1. Begin your conversation with the potential donor by explaining how the program works. Visit <https://acsto.org/donors/what-is-a-tax-credit> for more information.**

Discussion Points:

- This program is about empowering parents to have a choice when it comes to educating their children.
- ACSTO exists to give students the opportunity to attend a private Christian School like **Heart Cry Christian Academy**. They are able to do this by transforming tax credit donations into valuable tuition scholarships – helping families afford a private Christian Education for their children.

- 2. Second, explain how they can benefit from the tax credits.**

Discussion Points:

- If you are married filing jointly, you can direct up to \$2435 of your tax dollar to support Christian education, a single tax payer \$1219, or your actual tax liability, whichever is less.
- This is money you already owe the State and must pay, so it is not additional money out of your pocket.
- You can provide financial support to families by allowing them a choice on where to send their children to school.

- 3. Lastly, explain what they need to do to donate their money through an STO and how it can benefit Heart Cry Christian Academy and your child(ren) directly.**

Discussion Points:

- When you make a donation to ACSTO, you simply recommend our child for a scholarship and name Heart Cry Christian Academy as the school.
- Our family then applies to ACSTO for the scholarship.
- ACSTO will evaluate all applicants and award scholarships based on financial need, tuition requirements and recommendations.
- When you file your taxes, you simply claim the private tuition tax credit. It is not a deduction. It is a dollar-for-dollar credit that reduces your tax liability.