

Subject: PG Tip from Leave A Legacy® - The Ultimate Gift

Dear Leave A Legacy® Partner,

Okay, how's the homework coming? If you recall, January's Leave A Legacy® message suggested that you begin the New Year with a specific goal: **To talk to more people about planned giving.**

There's anecdotal evidence to suggest that spring is the busiest season for estate planning. As the theory goes, the warmer temperatures, longer days, and new life in bloom all conspire to put a spring in our step, make us feel young(er), and generally brighten our disposition. We feel alive again, shedding our winter fog. Against this backdrop, more people seem ready to address the questions of mortality, perhaps because the prospect of one's own mortality feels a bit more distant. Regardless of how much stock you place in this theory, it's still a great time to raise the question.

If you've not yet seen the national Leave A Legacy® PSA, please take a moment to view it here:

[National Leave A Legacy Ultimate Gift Video](#)

Three individual gifts are profiled, shining examples of the impact an estate gift can make on the lives of others. Please feel free to share this link, even with prospective donors (if appropriate). This short video helps underscore the importance of giving back.

Raising 'the question' may be timely for another reason as well. Given the current level of economic uncertainty, the simple goal of asking people to consider an estate gift to your organization provides a respectful option for those more cautious about making current gifts. A charitable bequest allows people to retain control over their assets during life, protecting against an uncertain future. In difficult economic times, maintaining such control feels especially important.

Even though January feels like last month, the first quarter is already in the books. Time flies. Please think about the 'homework assignment' of asking more people to consider an estate gift. It's always a good time to raise this question. But it's an especially good time right now.

Sincerely,

Your Leave A Legacy® Committee
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P.S. **Save the Date!** The 21st annual Summer Symposium will take place on June 24th and 25th. For more information, please visit www.cpgr.org.