

Subject: PG Tip from Leave A Legacy® - Thank You!

Dear Leave A Legacy® Partner,

Happy Thanksgiving!

As we approach the season, your Leave A Legacy® Committee would like to thank you for everything you do to help strengthen the communities we all share. Thank you for working hard during the moments you're less appreciated, for being patient with difficult people, for believing in your missions, for doing right when no one is watching, for caring about your donors, and for your commitment to serving something greater than yourself. For all of this, and more, we thank you.

Okay. Time's up.

"Back to work!"

(It is fundraising, after all. And it can feel relentless.)

So much of what Leave A Legacy® attempts is designed to make it easier to share planned giving with your donors. Fundraising CAN seem relentless. There is always more you can do. More donors to visit, more letters to write, more programs in need, more phone calls to make – and in the constant press of 'more', planned giving can fall by the wayside. It's simply not as urgent as many day-do-day responsibilities, or when compared to a need for immediate fundraising dollars. But it is just as important. Planned gifts can build an endowment, lessening an organization's financial stress, setting the stage for a secure financial future.

To this end, the Leave A Legacy® website offers many tools to assist your efforts. In particular, the 'Donors' section provides an interesting look at planned giving from the eyes of someone considering an estate gift. Conveniently located at <http://cpgr.org/lal/>, it's ready for your review, or to be shared with a prospective donor looking to understand planned giving more clearly. Please take a look.

Again, Happy Thanksgiving! (And no 'take backs' this time). Thank you for all you do and best wishes for a happy, productive, and joyous rest of 2009.

Sincerely,

Your Leave A Legacy® Committee
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