

PG Tip from Leave A Legacy® (May 2007)

Dear Leave A Legacy® Partner:

Hopefully, this note finds you enjoying a happy and productive spring season.

The Leave A Legacy® Committee would like to announce a monthly series of Planned Giving tips to help support your program. These tips will range from general marketing ideas to effective use of Leave A Legacy® promotional materials, from announcements of learning opportunities to FAQs. All will be designed to help you create and/or strengthen your Planned Giving program.

Our hope is that this series of blast email messages will help improve communication between the Committee and the Partner Organizations, moving us further toward our shared goal of increasing the number of high quality Planned Gifts to Colorado non-profit organizations. Please always feel free to respond via email with any suggested topics or questions. We appreciate your feedback as we're committed to making these tips as helpful as possible. Also, for those who may prefer to 'opt out' of this monthly series, please reply via email as well.

Tip of the Month

Attached is an existing Leave A Legacy® advertisement called **Sample Advertisement** that you can use in your PG marketing efforts.

We would like to suggest that you include this advertisement in your next newsletter with a message that invites people to consider an estate gift to your organization. Although no changes may be made to the ad itself, you are free to include personalized content above; below or around the advertisement that encourages this support. Some template language is provided below, although we suggest personalizing it for your organization.

"Have you ever considered an estate gift to **[non-profit]** ? A charitable bequest provides an opportunity to give something back to your community, helping strengthen our programs and services well into the future. We would be honored by your support. Please feel free to contact **[name and contact information]** with any questions at all. Thank you for your confidence in our efforts."

Leave A Legacy®

We hope this monthly blast email series will be helpful in your efforts and please contact us with any suggestions, ideas, or comments. Thank you again for your partnership in this effort.

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