

PG Tip from Leave A Legacy® - YourHub

Dear Leave A Legacy® Partner:

Most of us are constantly seeking new ways to promote our organizations, draw attention to our missions, and demonstrate our competence to potential funders. If none of this applies to you, please hit the 'delete' key now. However, if you're like most, please keep reading.

Many months back we shared our effort to publicize Leave A Legacy® through the YourHub.com section of the Denver Post. Although it took longer than expected, we are pleased to announce Leave A Legacy's very first placement, featuring the American Humane Association: [Read Story](#)

The Leave A Legacy® Committee would like to utilize YourHub.com to strengthen community awareness for planned gifts. This is where you come in.

We are soliciting short articles (e.g. 250-350 words) that feature local non-profit organizations with a PG story to share. The story should feature someone that named your non-profit in his or her will, regardless of whether or not that gift is/was attributable to Leave A Legacy®. It can be an unexpected bequest or a new commitment. If appropriate, a photograph would be nice to include. We'll then try to place the story in your local section of YourHub.com.

Ideally, each of these 'human interest' stories will do two things. First, they will help draw attention to your organization and its efforts. Secondly, they will highlight estate giving, encouraging people to consider a bequest themselves. Please drop us a 'reply' if you have any questions at all.

As always, thank you for the work you do. Fundraising is hard work. But we all share the same communities – these communities of neighborhood, city and state. Your efforts to make them better will always be appreciated.

Sincerely,

Your Leave A Legacy® Committee

P.S. We must apologize again to our statewide partners, as YourHub.com only focuses on the Denver metro area. Despite this limitation, however, we felt the opportunity was an important one.