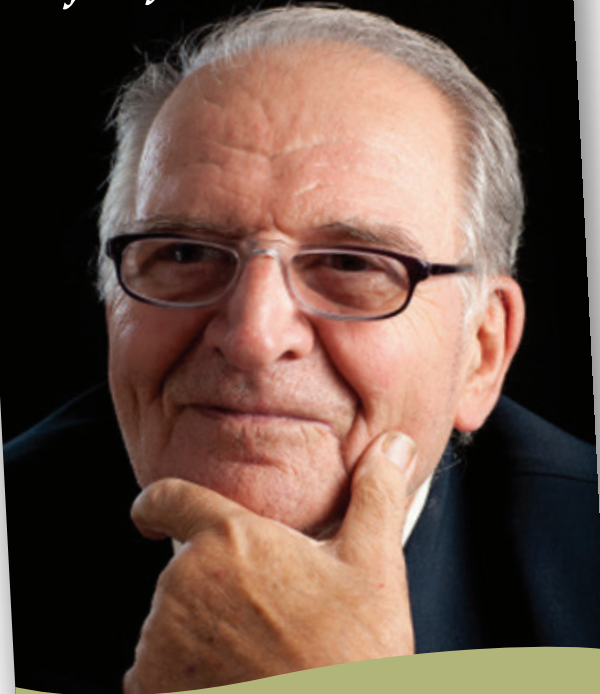


Put a Little Humor in Your Communications

**Don't worry.
You don't
need a will.**
*The government
will take care
of it for you.*



Westin Memorial
Health System

People Like Humor

Unfortunately I hear this all the time: “But my prospects are sophisticated and they have to be treated differently.” Wrong. They are human and are no different than any other being.

If you feel your prospects are “really different,” chances are you’re hanging out with a couple of sophisticated (and detail-oriented) donors and making assumptions about the rest. My hunch is that you are alienating a majority with financial advice and *high-brow* messaging.

The title of this brochure will catch your prospects’ eye, pique their interest, and get your message through.

And what a message! The piece uses irony and humor to drive home the point:

Everyone needs a will, and if you don’t take the time to write one properly, you won’t have any say in the disposition of your estate and many related matters.

Sound advice about estate planning never had a punchier presentation — and so much the better for you to suggest your prospect include your organization in their estate plans.

Bold, slightly off-center, compelling.

Only at PlannedGiving.Com.