

# Planned Giving Brochures

Attractive. Affordable. Non-Legal.



## Bequests

A gift that costs nothing during your lifetime



VENZINO HEALTH SYSTEM

### Specifications:

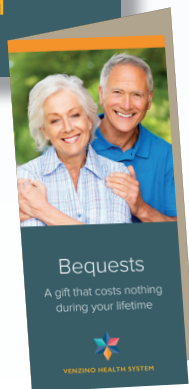
4 x 9 inches (8 x 9 flat)

4 pages

Full color (to match your branding)

Printed on ultra high quality 100 lb gloss text

Fits into a standard #10 business envelope



**Planned gifts can get complicated. Marketing them shouldn't be.**

*5 Reasons You Need These Brochures:*

**Paper makes your prospects feel safe.**

The iPad the kids gave your donors for Christmas is okay for games and social media, but for a decision as important as a legacy gift, your audience will feel more connected and comfortable with paper in their hands.

**Gift plans are explained in simple terms anyone will “get.”**

Planned gifts can get complicated. Marketing them shouldn't be. Each brochure explains one gift vehicle with simple language and an illustration that makes even the most complex gifts understandable.

**They make a perfect “touch.”**

It takes multiple touches before a prospect will make a legacy gift. Brochures are an easy way to make that “touch.” They make great giveaways and create a natural opportunity for follow-up.

**They stick around for a long time.**

People hold on to paper. Hand your prospect a brochure and she'll flip through it immediately. She'll read it again at home. She'll hand it to her spouse to read. She'll hang it on the fridge and she won't throw it away. When you call to follow up, she will know exactly what you're talking about.

**They're affordable and quick.**

By keeping the content and design intact, we can offer these at a very low price (for less than a dollar a piece on larger quantities) and we guarantee a quick turnaround.