

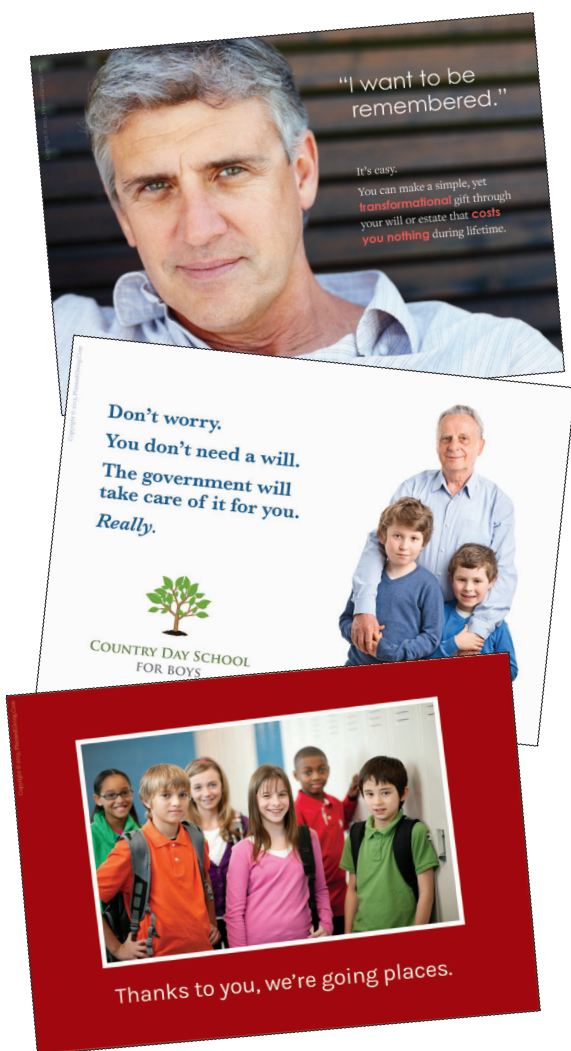
Planned Giving Postcards

In a noisy world, they get your message heard.

How?

- 1 They engage, inform, raise awareness of your brand and your mission, and motivate prospects to give.
- 2 Concise, streamlined, attractive: they're a welcome, 30-second read.
- 3 Forget newsletters — planned giving postcards are today's and tomorrow's industry standard best practice.

Why? *Because they get results.*



How many should I mail a year?

We recommend at least four times a year. The more “touches” the better. Postcards do this most economically.

Who do I target?

There are acres of diamonds in your database, and we can help you find them. In short, they are your loyal donors.

Our non-profit does not employ designers or copywriters – how do we come up with such effective postcards?

That's our job. We know marketing, we know design, we know planned giving, and we know your prospects. We do it all: planning, content development, design, production – we'll even drop the cards in the mail!

We want to send out planned giving newsletters – do you do those, too?

We can, and we'd be happy to take your money for them, but newsletters are a losing proposition. Consider the chart below:

POSTCARDS	NEWSLETTERS
Get your message across in 30 seconds.	A boring, 30-minute read (if read at all).
Enable you to “touch” your prospects <i>more often and more effectively</i> for the same price. And “more often” works better.	Go straight in the trash. In case you missed it the first time: <i>planned giving newsletters don't get read.</i>
Are easy to produce, with minimum demand on your time.	Require you to edit, work with a vendor and waste scarce institutional resources.
Are professionally designed by communications experts.	Are drearily written by brilliant attorneys.
Are engaging, friendly and appealing.	Are serious and humorless for complete “blah.”
Focus on benefits to sell the “sizzle.”	Focus on technical features that alienate your prospects.

Over 5 concepts provided with each order.