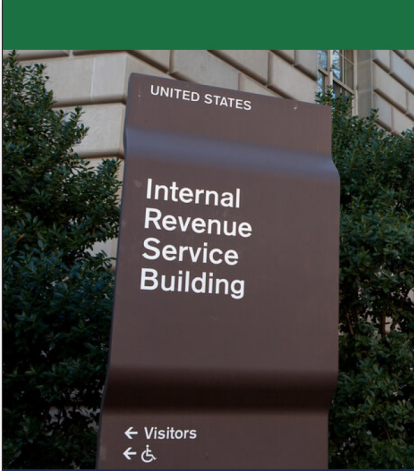


People Like Humor. Be a Little Whimsical With Your Message.




UNITED STATES


Internal Revenue Service Building

← Visitors
← ♿


Don't Worry.
You Don't Need a Will.
The Government Will Take
Care of It For You.




Edgy



No Will?
Don't Worry.
I'll Take Care of it
For You.




Many Other Options

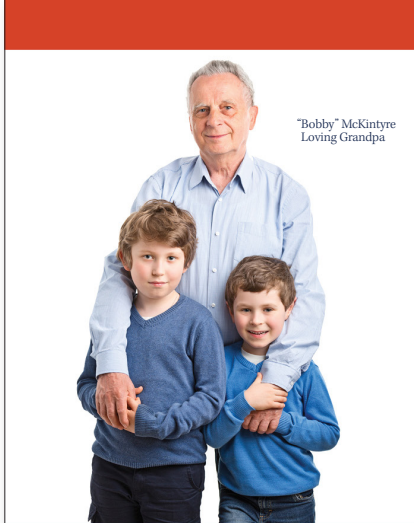


Lisa Caitlyn
Board Member

No Estate Plan?
That's a Problem.




Board Member



"Bobby" McKintyre
Loving Grandpa

What Will Happen
If You Do Not Have an
Estate Plan?



Grandpa and Family

Humor? Perhaps a little on the cover. But the rest of the brochure is *quite* serious.

The title will catch your prospect's eye, pique interest, and get your message through — quickly.

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

If you don't take the time to write a will properly, you won't have any say in the disposition of your estate and related matters. Period.

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

Bold. Slightly Off-Center. Compelling.

(Only at PlannedGiving.Com)