

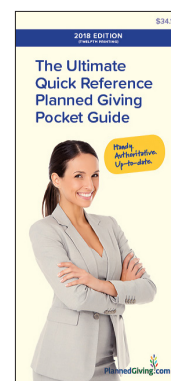
## PLANNED GIVING MARKETING & LEAD GENERATION TOOLS

1. Planned Giving Websites for Donors and Nonprofits
2. Planned Giving Websites for Advisors
3. Donor Surveys (*online and U.S. Mail*)
4. Online Calculators (for Donors, Advisors *and* Nonprofits)
5. eMarketing & Landing Pages
6. Brochures & Estate Planning Guides
7. Postcards & Direct Mail (*lead generation*)
8. Content Library, Toolkits, Articles
9. Gift Illustration Spec Sheets (*for brochures, newsletters, leave-behinds*)

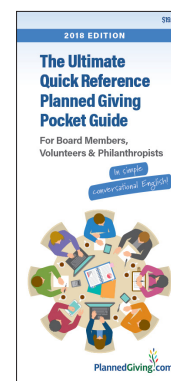
## OUTSOURCED PLANNED GIVING & CONSULTING SOLUTIONS

10. Consulting Services
11. Marketing Audits
12. General Planned Giving Audits
13. Campaign Gift Counting and Acceptance Policies
14. Goal Setting, Prospect Management, and Program Assessment
15. On-site Primers for Staff, Board, Volunteers, & Leadership
16. Gift Illustrations on Demand (*for donors; personalized with calculations*)
17. Donor Interviews/Story Copywriting Services
18. Phone and email line for quick questions (*not construed as legal advice*)

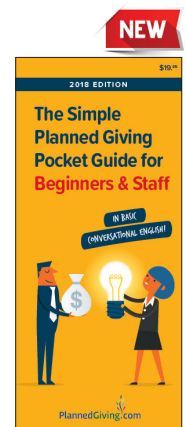
Questions? Email us: [Success@PlannedGiving.Com](mailto:Success@PlannedGiving.Com). And in the meantime, make sure you have our reference guides...



For Experienced Fundraisers



For Board & Volunteers



For Beginners & Staff

[plannedgiving.net/guide](http://plannedgiving.net/guide)