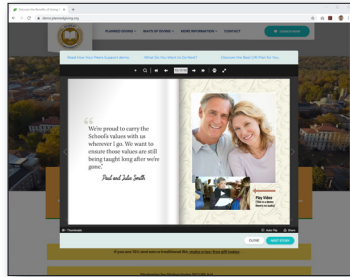


Features



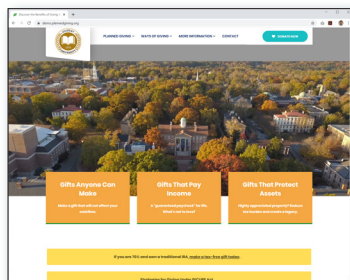
Donor Album on Home Page

- ▶ Flip Book format
- ▶ Incorporate videos
- ▶ Add/update often
- ▶ Motivate donors to see activity of their peers



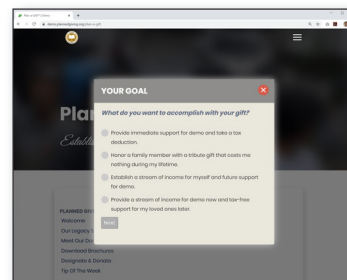
New Gift Diagrams

- ▶ Proprietary programming
- ▶ Animated
- ▶ Branded with your logo
- ▶ Simple and logical flow



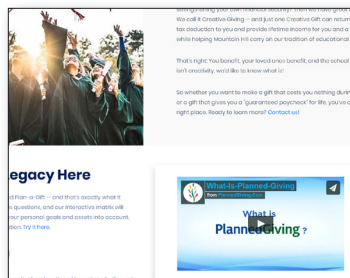
Home Page: Modern Look/Feel

- ▶ Optional video on banner
- ▶ Rotating banner (upcoming events, special donors, etc.)
- ▶ Add/update banner
- ▶ Tax Law Section (legally reviewed): What Impacts Giving



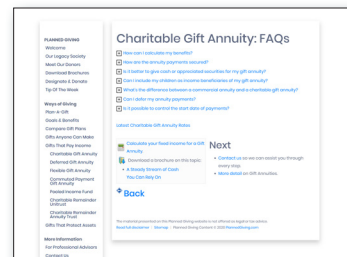
Plan-a-Gift

- ▶ Interactive decision matrix
- ▶ Intuitive, profile driven
- ▶ Based on assets and goals
- ▶ Simplifies gifting process
- ▶ Designed to enhance conversion



Educational Videos Throughout

- ▶ What Is Planned Giving?
- ▶ How Does a Gift Annuity Work?
- ▶ Your custom videos can be accommodated
- ▶ And others ...



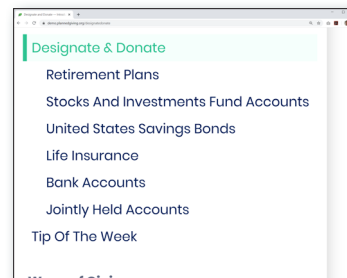
Frequent Questions (FAQs)

- ▶ Updated frequently
- ▶ Addresses common questions, saves you time
- ▶ Extends your authority image



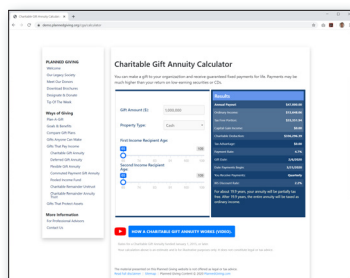
Tip of the Week

- ▶ Keeps pages fresh
- ▶ Encourages repeat visits
- ▶ Donors can subscribe
- ▶ Legally reviewed



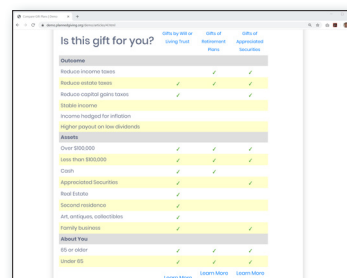
Beneficiary Designations

- ▶ Special designated section for the easiest gifts one can make, usually without an attorney
- ▶ Covers CDs, bank accounts, jointly held accounts, stocks and investments, and more



Planned Giving Calculators

- ▶ Proprietary programming
- ▶ Kept current with IRS Discount and Annuity Rates
- ▶ Interactive
- ▶ Instant results
- ▶ User-friendly



Compare Gift Plans

- ▶ Interactive with proprietary programming
- ▶ Dynamic view of results
- ▶ Tool for final decision making
- ▶ Glossary