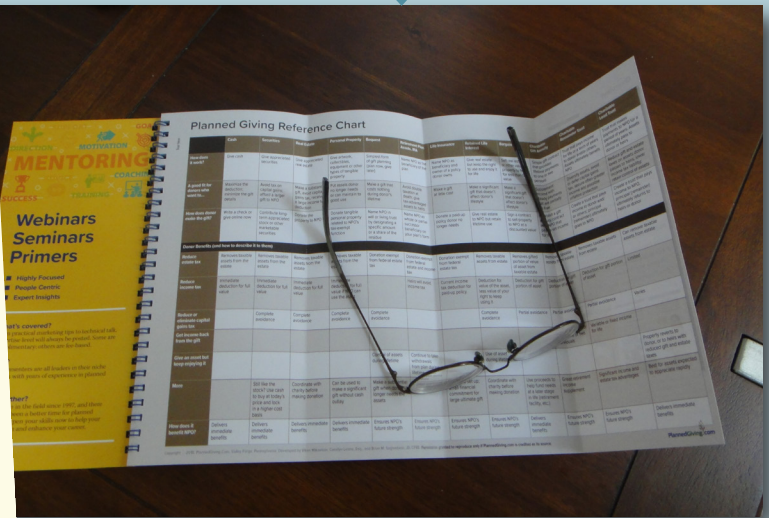
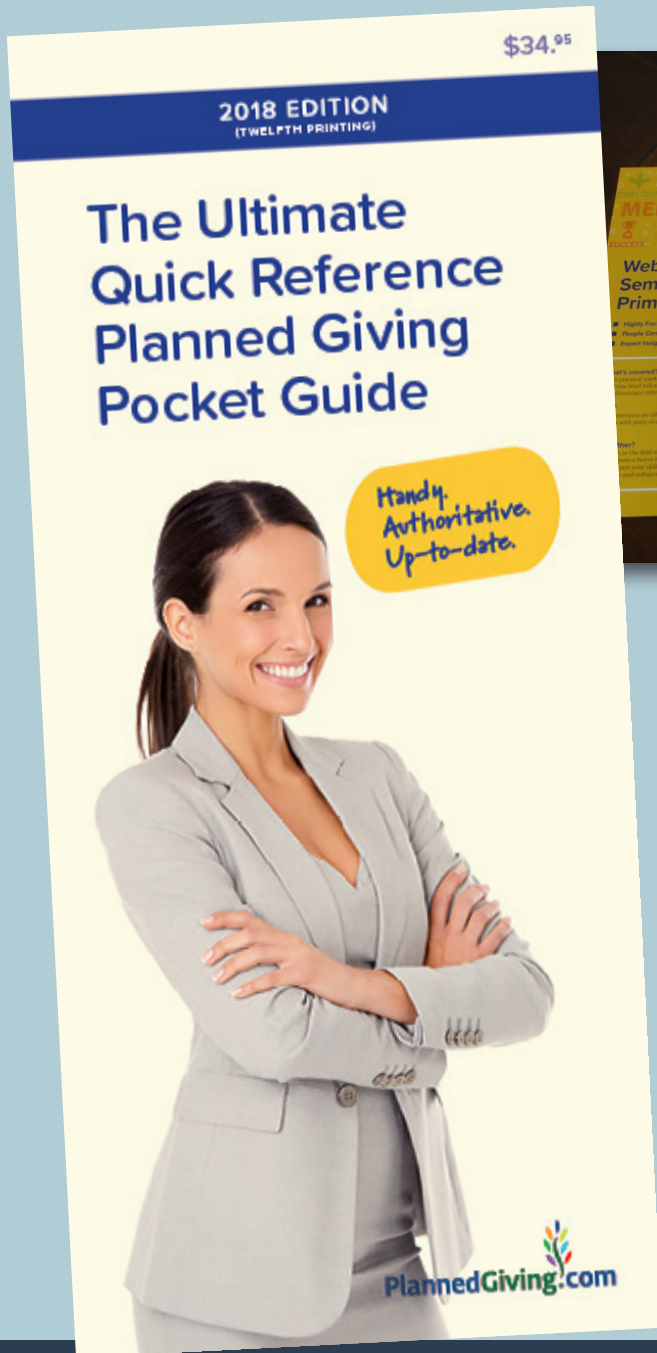


2018

# Planned Giving Pocket Guide



Foldout Gift Comparison Chart



*(Updated for 2018.)*

Slip this handy booklet into your pocket before your next round of prospect calls. It's not another ways-of-giving brochure — it's a “why’s of giving” that helps you better understand the upside and downside of different giving options for both you and your prospects.

- ▶ Gift diagrams for each gift plan
- ▶ “Elevator pitches”
- ▶ Quick Summary
- ▶ Benefits/Challenges
- ▶ Over 20 gift plans covered

Board member and beginner versions available, too.