

# 6 REASONS You Need a Planned Giving Website TODAY



## 2. Timing is Everything

A website makes you available to donors 24/7.



## 3. Your Prospects Are Online

73% of adults 65 and over use the internet and at least 42% of seniors own a smartphone.



## 4. Everyone is Stuck at Home

Since the pandemic, more people are at home more of the time.



## 5. COVID's Got Us Thinking...

Nothing is certain. The pandemic brought people face-to-face with our mortality.



## 1. Instant Credibility

If you're not online, you don't exist.



## 6. Some Donors Don't Want to Meet With You

Even pre-covid, not everyone wants to meet for lunch. Some people are shy or private. They want to do their own research and quietly make estate planning decisions in the privacy of their home.



**Betty & Bob Bequest** are planning an overseas trip and just realized they should update their estate plans before they leave. They already have your organization top of mind because of the cultivation you've been doing over the past 8 years. In between packing and organizing a pet sitter, they quickly search for your planned giving website, copy/paste the language to their attorney, and voila! You're in the will, and they're off for their Icelandic cruise.



**Patricia Prospect** noticed an ad in her husband's alumni magazine about IRA rollover gifts and wonders if she could do something like that for her alma mater, a small private college. She searches for the school website but can't find anything about planned giving. "Maybe I'll call the alumni office on Monday," she thinks. But life gets busy, Monday comes and goes, and Patricia forgets to call. Lost opportunity!