

Download Sample Marketing Letter For Planned Giving

Planned Giving Gets Noticed “I was introduced to Tom Ligare and the Legacy Life Giving program over four years ago at its inception. The program was brought to me because of my background in non-profit organizations and my background in marketing for major companies. Letters to Prospects. This section provides you with how-to procedures that allow you to respond to requests for information from planned giving prospects and gives you model letters and documents that may be helpful to your prospects. Requests from donors fall into two broad categories: asset transfers and income plans. Free planned giving tools for you to download: Worksheets, testimonial forms, letters, estate documents, a codicil, elevator pitches and more — all in one place. Planned Giving’s ‘Magic Words’ Learn what they are and find out 3 great ways to use them. Are you a fundraiser tasked with creating planned giving marketing communications (letters, postcards, e-newsletter content, newsletter articles, etc.)?