



0000 Foundation Way  
Anytown, USA 00000

# Start being remembered today.

**SAMPLE TAGLINE ABOVE**

See Page 3 for details  
and suggestions.

**REMOVE AND  
PLACE YOUR  
POSTAGE PERMIT  
OR STAMP**

**Approximate Area for  
Recipient's Address**

# Create a better future. It's easier than you think.

Do you dream of making a transformational gift? The kind that creates a better future? A gift that leaves a lasting statement to the world about who you are and what you care about?

Consider making a gift through your **will or trust**.

## **EASY**

All it takes is a simple addition to your existing documents. We can provide you sample language to give to your attorney.

## **CHANGEABLE**

You can easily alter or revoke your gift down the road if needed.

## **FLEXIBLE**

Give a specific asset or a percentage of your estate. Support a particular program or let your gift go where it's needed most.

## **MEMORABLE**

A special person you wish to honor? A gift through your will makes a beautiful tribute gift.

## **TRANSFORMATIONAL**

When you leave us a gift in your will or trust, you build our long-term financial strength and enable us to continue to help our community long into the future.

## **Interested?**

Contact us or visit our website to learn more.

### **Joe Smith**

Director of planned giving

800-555-1000

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## **More simple ways to make your mark on the future:**

- ✓ Make a gift through your retirement plan
- ✓ Give life insurance you no longer need
- ✓ Donate appreciated stock and save on taxes
- ✓ Consider a gift of real estate
- ✓ Make a gift that gives you fixed payments for life
- ✓ Make a gift that protects your assets



800-555-1000

[nonprofit.plannedgiving.org](http://nonprofit.plannedgiving.org)



## FRONT AND BACK HEADLINE IDEAS

Choose your favorite tagline from **A-FRONT** for the front of your card. Any one of these taglines is a good lead-in for the back of the card containing the legally-vetted copy. The back will need a secondary headline which you can choose from **B-BACK**. Not sure how to proceed? Email us at [success@plannedgiving.com](mailto:success@plannedgiving.com).

**Note: Some clients prefer using our own stock photos instead of their own. If you need the images on the right, download them at: [giftplanning.org/postcardimages](https://www.plannedgiving.com/giftplanning.org/postcardimages)**

### A - FRONT

Where There's a Will, There's a Way.

You Don't Have to Write Us a Check.

Want to Change the Future?

This Year, Go For Great. Make Your Generosity Permanent.

Leave Your Mark on the Future. *(favorite)*

Start Being Remembered Today.

Because of You, We're Going Places.

What Do You Want Your Legacy to Be?

Your Legacy. Their Future. *(favorite)*

Once Upon a Time, You Wanted to Change the World.  
You Still Can. *(favorite)*

### B - BACK

A Gift That Costs You Nothing During Your Lifetime.

Create a Better Future. It's Easier Than You Think.

Leave a Lasting Statement About Who You Are and  
What You Care About.

Make a Gift That Lasts Forever ...

A Simple Gift in Your Will is Easy and Long-Lasting.

Leave Your Mark on the Future with a Gift That Lasts.

