

Here's a good question: Are your contributors including you in their wills and trusts?



Here's a better question: Are you asking?

In a recent survey of planned giving donors, 62% stated one of the reasons for giving was being asked.



If you are not providing planned giving information to your donors and contacts, if you are not asking them for a gift; are they making planned gifts (such as bequests) to organizations that are asking?

- Establish a sustainable planned giving program quickly, easily, and inexpensively.
- Introduce planned giving awareness and concepts to your prospective donors and supporters effectively, efficiently and inexpensively and begin the relationship that leads to planned gifts.
- Take advantage of the wealth transfer in the near future - our clients receive inquiries, bequests and other gifts as a result of their planned giving web pages opening the discussion.

"By the way, I thought you might appreciate knowing that WBAA has received 3 more planned gifts since the last time we talked. One ended up being the **largest gift** an individual has made in our organization's history. I strongly believe the information you provide on our website is really helping our donors understand all the different gift options available. Our thanks to you for all your consulting and web content to help us facilitate these kinds of gifts for WBAA. Three cheers for Future Focus!"

--Laura Edwards, Director of Development at WBAA, West Lafayette, IN

"Since we added the Future Focus Planned Giving web pages, our bequests have **increased 500%**."

--George Lombardi, WSHU Public Radio, Fairfield, Connecticut

"It was inexpensive, it was easy, and it works! Within two months of going live with our Future Focus web pages, **we received \$25,000** from someone we hadn't even been cultivating for a major gift."

--Anne-Marie Berk, Millikin University

"Your web pages are better than I even imagined. I look at them every day a couple of times. I know they will be a **powerful tool** for us. You are doing this so much better than we ever could have imagined or designed. Many thanks."

--Mary Louise Avery, Clark Retirement Community Foundation

"Just wanted you to know that we're getting some good use out of our planned giving website, which you did such a great job on. In the past month, I've shared our website information on wills and bequests with two prospective donors. They wanted more information on how to include Sheppard Pratt in their estate plans, and the information on our website was exactly what they needed to see. I was also able to use some of the information on Charitable Gift Annuities to help explain this particular vehicle to other prospective donors. **We just got a \$1 million CGA**, and having the planned giving website content at my fingertips during that process was very helpful."

--Sarah Fawcett-Lee, Sheppard Pratt Health System

Future Focus will provide over twenty-five pages of web-based planned giving content **fully personalized** and matching your website for **\$799 a year**, a fraction of the cost of other content providers. In addition, receive quarterly newsletters and marketing help to pull visitors to the web content.

Future Focus
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Future Focus provides a turnkey solution that is effective, efficient and inexpensive. We:

- Provide specialized planned giving content using donor stories to connect relationally and encourage viewers to contact you.
- Provide information on all popular planned gifts with an emphasis on bequests,
- Maintain the content keeping it relevant and offering you full editing,
- Provide a monthly planned giving news page, and
- Send you Donor Email quarterly, a generic email newsletter (and printable) of planned giving and general news content, for your use.

Future Focus provides personalized planned giving content matching your website design so the transition to our content is seamless. We include your photos and stories (if and when available). We redo the pages if your look changes. All edits and updates are covered as part of your subscription without additional charges.

Call Dick Kellogg at (800) 737-3437. We will create two sample pages of our content in your website look to illustrate how you can provide your supporters with planned and major gift content inexpensively and effectively.

Case Study - For a case study involving the Future Focus web pages, go to <http://www.futurefocus.net/articles.htm> and look at the first article from the book, *Nonprofit Internet Strategies* published in 2005

A Variety of Nonprofit Clients:

General (partial listing)

American Red Cross Chapters	San Francisco Botanical Gardens - CA
Sutter Health System - CA	Columbia Memorial Hospital Foundation - OR
The Actor's Fund -NY	Des Moines Symphony - IA
The Brethren Home Foundation -PA	Franciscan Foundation - WA
The Toledo Museum - OH	West Virginia Public Broadcasting - WV
Detroit Zoological Society - MI	Texas Public Radio - TX
Mercy Medical Center - MD	The Athenian School - CA
Kansas City University of Medicine and Biosciences - MO	KSDS - Jazz 88fm - CA
Georgia State University - GA	KPBS - CA
Allen Hospital Foundation - IA	Regions Hospital Foundation - MN
Saint Mary's College -CA	La Jolla Playhouse - CA
Southern Indiana University - IN	Laguna Playhouse - CA
California State University (various)	Berkeley Repertory Theatre - CA
Seton Hall University - NJ	Hathaway Brown School - MN
Bay Area Rescue Mission - CA	Benilde-St. Margaret's - OH
Memphis Union Mission - TN	Incarnate Word Academy - TX
Miami Rescue Mission - FL	Kootenai Medical Center Foundation - ID
Munroe Regional Medical Center - FL	Saint Mary's Health Center Foundation - MO