

Here's a good question:

Are your contributors including you in their wills and trusts?



Here's a better question: Are you asking?

If you are not providing planned giving information to your contacts, are you letting other organizations receive planned gifts such as bequests from your supporters?



- 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.

"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

Future Focus will provide over twenty-five pages of web-based planned giving content fully personalized and matching your website for \$699 a year, a fraction of the cost of other content providers and include donor email.

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, generic email newsletter of planned giving news content every other month to use as an email or for your newsletters or direct mail.

Future Focus provides personalized planned giving 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.

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.