

Guiding charitable organizations and congregations since 1976.

- Fund Raising
- Public Relations
- Leadership Development
- Strategic Planning
- Management Audits and Consultation
- Congregational Stewardship Development

GSB's breadth of fund raising and consulting knowledge spans the country and all varieties of charitable organizations and congregations.

- Camps and Conference Centers
- Social Service Agencies
- Congregations
- Nursing Homes and Retirement Centers
- Hospital and Healthcare Agencies
- Children's Homes
- Youth Service Agencies
- Centers for the Mentally and Physically Challenged
- Prison Ministries
- Colleges, Seminaries and Schools
- Alcohol and Drug Abuse Treatment Centers
- Arts Organizations

CREATING AND PROMOTING —AN EFFECTIVE— PLANNED GIVING PROGRAM

A Subscription Service To Help Your
Organization Gain More Planned Gifts

GRONLUND SAYTHER BRUNKOW

— SERVING SINCE 1976 —

Have you wanted to promote Planned Giving more vigorously but felt you lacked the time or the know-how?

Have you started a Planned Giving promotion and then had to drop the effort for lack of time or other reasons?

If you have, then the GSB Planned Giving Promotion Subscription is for you!

All the work is done for you. We provide informative, interesting Newsletter Articles for you to print on a regular basis and also periodic Letters to mail to your Planned Giving list. We even supply copy for the Response Letters and give specific suggestions as to informational folders to offer in a particular article or letter in order to elicit a response.

The package is simple and direct in approach and concentrates on those areas of Planned Giving which have proven to elicit the largest response. Moreover we supply guidelines, helpful hints and consultation by phone – all for one low Subscription price!

A variety of charities and congregations have found the GSB Planned Giving Promotion Subscription an easy, practical and inexpensive way to increase their flow of Planned Gifts. We are confident you will as well.

“I wrote a \$10,000 Gift Annuity last week as a result of your article. Your Planned Giving Subscription works!”

GRONLUND SAYTHER BRUNKOW

— SERVING SINCE 1976 —



For more information please contact us at:

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www.GSBFundRaising.com

An Effective, Affordable Planned Giving Promotion Program For Your Organization!

Specifically, the GSB Planned Giving Promotion Subscription provides you with the following, each personalized for your organization with its name, address and specific appeal (e.g. “to help Indian children”):

Eight Newsletter Articles

The Newsletter Articles are persuasive, brief and to the point, and include a return coupon to be clipped, completed and mailed to you. Each of the eight Articles is different. They cover four main topics two times each, namely Bequests and Wills, Gift Annuities, Gifts of Life Insurance and Life Income Gifts. Each Article and return coupon is geared to elicit a response, (e.g. “Send for a free copy of our informative booklet entitled *The Gift Annuity: An Income You Cannot Outlive.*”)

Specific recommendations are provided as to which booklets to order from a national firm publishing such material. (Remaining copies can be used in displays, with your Board and other groups, on prospect and donor visits or to answer other requests you receive for Planned Giving information.)

Eight Special Mailings

These are one-page Letters, with response card, to use in special mailings, centered on the benefits of a specific Planned Giving instrument and designed to elicit a response, (e.g. “Send for our information booklet on Life Income Gifts.”)

As repetition is an asset in Planned Giving promotion, the Letters, while written differently, cover the same four topics as the Newsletter Articles. The Letters can be sent to your entire mailing list. Or you can follow the specific suggestions we provide on how to build a Planned Giving list if you do not already have such a list.

Eight Follow-Up Letters

An informative Letter is provided which you can use in answering each inquiry for the printed booklet, including Request for Illustration Forms, where appropriate.

Annual Report Copy

Copy is also provided, as part of your Subscription, for the printed Annual Report of your organization. This provides yet another opportunity to remind your constituency of the value, benefits and importance of Planned Giving and to gain additional responses.

Helpful Guidelines

Specific, clear instructional Guidelines on the effective use of Newsletter Articles and Letters are included with the first Article and first Letter. Helpful material is also provided on How To Follow Up Responses and How To Make Planned Giving Calls. Occasional reprints of useful articles and alerts as to tax law or rate changes are sent as well.

Telephone Consultation

In addition, a total of two hours of consulting advice is available by phone to each subscriber during the subscription period. This phone consultation can be used to answer questions, seek additional information or receive specific advice in dealing with a particular situation, problem or prospect.

A Flexible Schedule

While the Planned giving Promotion Subscription is designed to be utilized over a two-year period, it can be adapted to any schedule you desire. The Newsletter Articles can be utilized on whatever per year frequency fits your publishing schedule. Similarly, the Letters can be mailed on a different frequency than four per year. Your Subscription is not only personalized for your organization but is also adapted to your schedule.

Moreover, you can take advantage of the value of repetition and duplication in promoting Planned Giving by repeating the Articles and Letters in the years following your subscription without addition fee or payment.

Costs

Cost for the entire Planned Giving Promotion Subscription, including the phone consultation, is only \$2,500 for a one-time, advance payment. Or you can spread out payments over a two-year period with an initial amount of \$100 and then \$350 per quarter for eight quarters for total cost of \$2,900.

In addition, your organization will cover the cost of postage, stationery and of the informational folders to be offered in the Articles and Letters.

Act Now and Benefit!

Start reaping the benefits of an organized, ongoing Planned Giving Promotion program! Subscribe today! As many organizations have already found, it works and it pays!

“We received over 75 responses to your Letter on Wills and already have learned about two new Bequests to our organization in our follow-up.”

Subscription Form

YES, we wish to subscribe to the GSB Planned Giving Promotion Subscription package of Newsletter Articles, Promotional Letters, Response Letters and Phone Consultation as outlined in the Subscription folder.

We agree to make payment for Subscription and Service as follows:

- An initial payment of \$100 enclosed plus eight (8) payments of \$350 each to be paid quarterly, for a total of \$2,900
- A payment enclosed of \$2,500 (a savings of \$400)

Name

Title

Organization

Phone

Address

City

State

Zip

E-mail

Signature

Please make checks out to Gronlund Sayther Brunkow GSB and mail to Planned Giving Promotion Subscription, Gronlund Sayther Brunkow GSB, 15350 Oriole Ct., Burnsville MN 55306. Sayther@gsbfr.com