



The Donor *Motivation* ProgramTM

More Donor Conversations. Period.

ATTRACT ■ MOTIVATE ■ NURTURE

The most cost effective, time efficient system on the market to create Donor Conversations.

What are some creative ways to fund **The Donor *Motivation* ProgramTM**?

1. Redirect Dollars From Less Effective Donor Tools

Our **Planned Giving Tool Assessment** will help you evaluate the effectiveness of your current donor tools - donor mailings, brochures, articles, websites, etc. Are they producing the kinds of results that the investment of time and money warrants?

2. Utilize Outside Grant Money

Funding a planned giving program through grants is a common practice. Whether it is to establish a new program or expand your existing program, there are dollars available through grants. Most grant providers support an investment such as **The Donor *Motivation* ProgramTM** because it is a proven, turnkey and effective system. We have sample verbiage available for a grant request.

3. Leverage a Gift from a Major Donor

How thrilled would one of your major donors be to see their gift of \$10,000 grow to hundreds of thousands of dollars? They love the idea of multiplying their gift and their impact on the future of the organization by funding a planned giving system like **The Donor *Motivation* ProgramTM**.

4. Advanced Distributions from a Charitable Remainder UniTrust

Is your organization the beneficiary of a charitable remainder unitrust? If so, an advanced distribution from the trust to your organization can be multiplied by funding a planned giving initiative. The impact on the donor's income will be minimal. The donor's impact on your organization will be phenomenal.

5. Law Firm or Accounting Firm Sponsorship

Many law firms and accounting firms have a budgeted amount to support charities in their community. By simply having them "sponsor" **The Donor *Motivation* ProgramTM** for your organization, they are able to support your cause and leverage their gift through a more effective planned giving initiative.

The time is now to capture the **Planned Giving Window of Opportunity**. We can help!

PROVEN ■ TURNKEY ■ EFFECTIVE