

## GiftLegacy Product Matrix

FEATURES	PRO	MAX	INT
<b>GiftLegacy interactive website with customized branding includes:</b> DONOR STORIES—motivating donor gift stories which rotate daily MEET THE STAFF—personalized video greeting, pictures and contact buttons WEEKLY UPDATED CONTENT—four new online articles and new video each week ONLINE WILLS PLANNER—free online accounts for donors	X	X	X
<b>Royalty-free marketing material (customizable)</b> WILLS GUIDE—four versions BROCHURES—branded tri-fold brochures ADVERTISEMENTS—full page, half page, and quarter page GIFT BRIEFS—branded 8 1/2" x 11" flyer POSTCARDS—quarterly postcards either large or small INSERTS—fits in a #10 envelope to accompany personal letters GREETING CARDS—keep in contact with your donors all year	X	X	X
<b>Weekly eNewsletters</b> 24/7 BRANDING—customizable with your organization's look and feel WEEKLY CONTENT—Washington Hotline, Finance News, Savvy Living and Personal Planner articles with video HEADER AND FOOTER—personalize with your organization's news and events	X	X	X
<b>eMarketing mentoring sessions—Giftlegacy marketing and design staff support</b>	X	X	X
<b>Create Your Plan—Presents Calculator</b> Personalized Flash presentations with audio option for gift annuity, deferred gift annuity, unitrust, annuity trust, unitrust & sale, gift & sale	X	X	X
<b>One Practical Planned Giving Conference Tuition and three days of marketing seminars annually</b>	X	X	X
<b>CresManager System</b> A password protected back office to the website and eNewsletters for editing text and title, statistics reports, and royalty-free marketing literature	X	X	X
<b>Quarterly newsletter template (for print)</b> Provided as a PDF or an Adobe InDesign file, fully customizable in either 2- or 4-color	X	X	
<b>GiftLaw website for professionals</b> WEEKLY UPDATED CONTENT—IRS regulations, tax cases and charitable rulings GIFTLAW PRO—30,000 pages of charitable tax references GIFTLAW DEDUCTION CALCULATOR—easy-to-use	X	X	
<b>Email service—for sending your weekly eNewsletters</b>	X	X	
<b>Pro/Plus/Presents software</b> Proposals for personalized gift models and seminar presentations One license included with the system.	X		
<b>PRICE (ANNUAL SERVICE)</b>	<b>\$5,500</b>	<b>\$5,000</b>	<b>\$3,500</b>