

# WELCOME TO OUR MAY NEWSLETTER

Add vitality to your planned giving program with a legacy wall

**Brian Bateman, Solicitor General of GiftPro** shares his thoughts on planned giving. "The ultimate expression of donor passion and philanthropic devotion is an estate gift. Why wouldn't you do all you could to enable such a meaningful and vital act?"

Would you like to honor your donors for their devotion in a meaningful, creative way?  
We can help you show your donors how much you value them.

**Do you need help planning your legacy wall?  
Here are a few things to consider.**

1. **Identify** a space within your building that is highly visible. Your planned giving donor wall **will market itself** if it is eye catching and meaningful.
2. **Plan** for growth. The planned giving wall must be able to grow as your program grows. We have many cost effective ways to do this.
3. **Move forward!** Legacy walls are cost effective! A legacy wall is one of the most efficient donor walls to design and fabricate because there is no need to distinguish between giving levels.
4. **Invite** perspective donors to join current donors on the wall at an event. The more you show that donors have joined your legacy society, the more inviting it is for potential donors. This works, our clients tell us so.
5. **Offer to name the wall** in honor of a specific donor.
6. **Be noticed by working with a professional artist.** We can make certain your legacy wall is as unique as your organization, as meaningful as your cause, and as memorable as the day you got your first big gift.

**Show your donors some love.**

**Call Nina today@ 520-275-5035 (PST)**  
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**Click here**  
to view some of our legacy walls now!