

INSERT: GENERAL PLANNED GIVING

Front Panel

For photocopying or to finish, trim just inside of dotted line.

Preview



Where
there's a
WHY
There's
a
HOW

Inside Panel

Add your own information. Reformat as necessary.
Trim to match front panel.

**You already know WHY you give to [Charity].
We can show you HOW to do it most effectively.**

- * How to maximize your tax credit when you make a gift.
- * How a tax credit can offset tax on the capital gain when you give appreciated property.
- * How you can receive payments for life with a "life income gift."
- * How a gift through your will can reduce taxes payable at your death.
- * How an endowment gift can continue your support for [Charity] in perpetuity.

It's called "PLANNED GIVING."

Preview

It's the only booklet you'll ever need more than once.

[Name of contact person]
[Name of Charity]
[Address]
[Telephone]

Please send me:

The complimentary booklet, *Designs for Giving*.

Sample language for a bequest to [Charity].

Name(s) _____

Address _____

City, province, postal code _____

Telephone _____