

Guiding charitable organizations  
and congregations since 1976.

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

- Camps and Conference Centers
- Social Service Agencies
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- Prison Ministries
- Colleges, Seminaries and Schools
- Alcohol and Drug Abuse Treatment Centers
- Arts Organizations

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For more information on this Subscription and other Planned Giving Services please contact Jim Schade

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Phone: 605.940.2363  
Email: Schade@gsbfr.com  
www.GSBFundRaising.com

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## Creating And Promoting An Effective Planned Giving Program

A SUBSCRIPTION SERVICE TO  
HELP YOUR ORGANIZATION  
GAIN MORE PLANNED GIFTS

[www.gsbfundraising.com](http://www.gsbfundraising.com)

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; periodic Letters to mail to your Planned Giving List; copy for the Response Letters; informational folders to offer in articles and letters so the reader will respond.

The package is simple, direct in approach, and concentrates on those areas of Planned Giving that have proven to elicit the largest response. Guidelines, helpful hints, informational folders and consultation by phone and teleconference are all included for one low Subscription price!

*“With your mailing subscription I have identified 18 new planned giving prospects and 11 have included us in their wills!”*

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

The GSB Planned Giving Promotion Subscription provides you with the following, each personalized for your organization.

## Eight Newsletter Articles

The Newsletter Articles are persuasive, brief, to the point – geared to elicit a response - and include a return coupon to be clipped, completed and mailed to you. Four main topics are covered two times each, namely Bequests and Wills, Gift Annuities, Gifts of Life Insurance and Life Income Gifts.

One hundred copies of each of the four brochures are provided for you to give to those responding to your Newsletter Article or Letter. These brochures can also be used in displays, with your Board and other groups, on prospect and donor visits, or to answer requests you receive for Planned Giving information

## Eight Special Mailings

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

As repetition is a proven asset in Planned Giving promotion, the Letters, while written differently from the Newsletter Articles, cover the same four topics. The Letters can be sent to your entire mailing list or to your Planned Giving list.

## Eight Follow-Up Letters

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

## Helpful Guidelines

Instructional Guidelines on the effective use of Newsletter Articles and Letters are included.

## Personal Consultation

Jim Schade, GSB’s Planned Giving Specialist, has extensive successful experience in guiding charities and churches into productive Planned Giving and Endowment programs.

Jim will contact you via video conference and/or phone each quarter to guide you in the effective use of the Subscription Service. Subscribers are also encouraged to contact Jim to answer questions, seek additional information or receive specific advice in dealing with a particular situation, problem or prospect.

## A Flexible Schedule

While designed to be used over a two-year period, the Planned Giving Promotion Subscription can be adapted to any schedule you desire.

Moreover, you can repeat the Articles and Letters in the years following your subscription without additional fee or payment.

## Your Investment

The fee for the entire Planned Giving Promotion Subscription, including the personal consultation and 100 copies of four topical brochures, is only \$2,500. Payments can be spread out over a two-year period with an initial payment of \$100 and then \$300 per quarter for eight quarters.

## Act Now and Benefit!

Start reaping the benefits of an organized, on-going Planned Giving Promotion program! Subscribe today! As many organizations have already found, it works. And it pays!

# More Than This Subscription Service

Under Jim Schade’s direction GSB is proud to offer a complete range of services to create productive and dynamic Planned Giving and Endowment programs for charities and congregations.

- Planned Giving/Endowment Fund audit and long-range development plan
- Coaching of staff and volunteers so they gain skills and confidence to produce results
- Seminars to educate, identify and inspire people to make planned gifts
- Make follow-up donor visits together with your staff
- Access to and training in Gift Legacy software for use by staff and prospects/donors
- Teach. Equip. Coach. Mentor. Guide. Encourage. Inspire. Produce.

*“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.”*



To learn more about all the GSB Planned Giving Services call Jim Schade at 605.940.2363 or email: [Schade@gsbfr.com](mailto:Schade@gsbfr.com)

## 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:

- A payment enclosed of \$2,500 thus paying in full
- An initial payment of \$100 enclosed plus eight (8) payments of \$300 each to be paid quarterly for a total of \$2,500
- We are interested in other GSB Planned Giving Services. Please contact us.

Name	Title
Organization	Phone
Address	
City	State
E-mail	Zip
	Signature

Please make checks out to Gronlund Sayther Brunkow GSB and mail to Planned Giving Promotion Subscription, Gronlund Sayther Brunkow GSB, 418 Wren Cir. Brookings, SD 57006. [Schade@gsbfr.com](mailto:Schade@gsbfr.com).