

16 Ways to Use Planned Giving Inserts

1. Insert with year end donation tax receipts.
2. Insert with gift receipt letters.
3. Include with your newsletters.
4. Insert with all types of mailings (or target a single message to a select group).
5. Include in information packets about your organization.
6. Place in public reception areas (on counters etc.).
7. Distribute at special events (tours, programs, volunteer training, grandparents day, orientations, golf outings).
8. Position at each place setting at banquets.
9. Use with materials for group presentations.
10. Include in Capital Campaign kits/mailings.
11. Add to Endowment promotion resources.
12. Insert with fall school registration materials.
13. Place on display/exhibit tables for your organization.
14. Distribute with Board Meeting materials.
15. Include with Update/Announcement mailings.
16. Leave behind following one-on-one donor calls.

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