

## GiftLegacy Product Matrix

FEATURES	PRO	INT
<b>GiftLegacy interactive website with customized branding includes:</b> DONOR STORIES—rotating stories about donor gift WEEKLY UPDATED CONTENT—four new online articles and new video each week	X	X
<b>GiftLegacy customizable website with:</b> ORGANIZATION AND ADVISOR NEWS—Update your visitors on what is happening at your organization CUSTOMIZABLE PAGES—Up to eight custom and editable pages MISSION VIDEO—Custom video with tour of planned giving website ONLINE WILLS PLANNER—free online accounts for donors and GiftAttorneys, Provide and Protect system	X	
<b>Royalty-free marketing material (customizable)</b> WILLS GUIDE—five 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
<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 (Advisor/Donor)	X (Donor)
<b>eMarketing mentoring sessions—GiftLegacy marketing and design staff support</b>	X	X
<b>Create Your Plan—Presents Calculator</b> Personalized presentations with audio option for gift annuity, deferred gift annuity, unitrust, annuity trust, unitrust & sale, gift & sale	X	X
<b>Three days of marketing seminars annually</b>	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
<b>Board of Directors Training</b>	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, quick deduction	X	
<b>Email service—for sending your weekly eNewsletters</b>	X	X
<b>eBlasts</b>	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>\$3,500</b>