

# are you **Asking?**



An online presence for planned giving attracts new donors and serves as an important resource for those considering a gift. Future Focus custom builds a web presence for your planned giving program quickly, easily, and inexpensively.

#### Here's what our clients say

"Since we added the Future Focus Planned Giving web pages, our bequests have increased 500 percent."

George Lombardi  
WSHU Public Radio

See reverse for more quotes  
and information

Sixty percent of planned giving donors say *this* is the main reason they gave:  
**Someone asked.**

With our help, you won't miss another opportunity to ask.

- **Attract**

We'll create an online presence for your planned giving program that engages and informs prospective donors. You get more than 25 pages of web content, customized to match your existing website. You'll also receive quarterly e-newsletters and monthly tips for maximizing site traffic.

- **Connect**

We'll provide content that covers every step of donor development, from opening the discussion to building a relationship. It's specialized for your organization, featuring stories that connect emotionally with potential donors and motivate them to contact you.

- **Inform**

We provide a full complement of resources about popular planned gifts, with an emphasis on bequests, to help you educate potential donors. Personalized PDF brochures are included with your Legacy Giving web pages. We also create a monthly planned giving news page. We maintain all of this for you, so the content remains current and relevant.



**Future Focus**  
gift planning

"It was inexpensive, it was easy, and it works! Within two months of going live with our Future Focus web pages, we received \$25,000 from someone we hadn't even been cultivating for a major gift."

Anne-Marie Berk, Millikin University

"In the past month, I've shared our planned giving website with two prospective donors. The information on our website was exactly what they needed to see. We just got a \$1 million charitable gift annuity, and having the planned giving website content at my fingertips during that process was very helpful."

Sarah Fawcett-Lee, Sheppard Pratt Health System

"I just emailed to let you know the Endowment Board LOVED your work, and our new CEO, who is a technological guru, was so impressed with the website. Thank you for making all of us look smart!"

Gail Cumming, Denver Botanic Gardens

"Thanks for your work on our Planned Giving Web site; I am very impressed with the quality of the page. Comparing it to some of the other PG web sites, it is very well done and I think superior to most of what I have seen."

Jon Calder, Franciscan Foundation

For a case study involving Future Focus web pages, visit [www.futurefocus.net/articles.htm](http://www.futurefocus.net/articles.htm) and see the article, "Nonprofit Internet Strategies"

## Pricing

Future Focus provides all the services listed on the front of this card for a fraction of the cost of other content providers.

- \$500 one-time setup fee
- \$799 annual fee

All edits and updates to your planned giving content are covered with your subscription. Redesigned your organization's website? We'll redo the planned giving pages to match, at no additional cost.

## Available for an additional cost

- Planned giving calculator
- Expanded on demand eBrochures
- Printable brochures

Future Focus is pleased to provide services to nonprofit clients throughout the United States. Here is a list of some of our clients that have used our services.

American Red Cross Chapters  
The Actor's Fund –NY  
The Brethren Home Foundation –PA  
The Toledo Museum - OH  
Mercy Medical Center – MD  
Kansas City University of Medicine  
and Biosciences - MO  
Allen Hospital Foundation - IA  
Southern Indiana University - IN  
California State University (various)  
Georgia State University - GA  
St. Joseph's College of Maine - ME  
Seton Hall University – NJ  
Wichita State University - KS  
Bay Area Rescue Mission - CA  
San Francisco Botanical Gardens - CA  
Detroit Zoological Society – MI  
Des Moines Symphony - IA  
San Francisco Symphony - CA  
Arkansas Symphony Orchestra - AR  
Holland Symphony Orchestra - MI  
Franciscan Foundation - WA  
West Virginia Public Broadcasting - WV  
Texas Public Radio - TX  
The Athenian School - CA  
KSDS – Jazz 88fm – CA  
KPBS - CA  
La Jolla Playhouse – CA  
Laguna Playhouse – CA  
Berkeley Repertory Theatre - CA  
Hathaway Brown School - MN  
Benilde-St. Margaret's - OH  
Saint Mary's Health Center Foundation - MO  
Kootenai Medical Center Foundation - ID