

Seven Proven Steps to Drive Traffic to Your Planned Giving Website, Inbox, & Phone

by Viken Mikaelian

None of the below is expensive. None of the below takes a lot of your time. But all of the below will drive traffic to your planned giving website so it can do its marketing job better.

Better yet... they will also drive traffic to your phone and inbox. Execute them all or just a few. But do it!

1. Make a complete inventory of all of the *publications/correspondence* your organization sends out. Examples might include:
 - a) Alumni journal, "hospital news", etc.
 - b) Development newsletters
 - c) General newsletters
 - d) Any sort of bulletin
 - e) Institutional mass emails
2. In any of the above **print pieces** [a) through d)], place an interesting column/article. Make sure you include your website URL in the contact info associated with the article. Don't have time to write an article? We'll give them to you for free off of www.Planned-Giving.Com. We suggest you peruse our library or call us for advice. A current favorite is titled: *Don't Worry. You Don't Need a Will. The Government Will Take Care of it For You.*
3. Again, in any of the **print pieces** above, place a display ad showcasing a donor and highlighting positive giving outcomes. Be sure these ads mention your website as a convenient source of donor-centered information. Here are two sample ads:

The EyeCare Project
Linda Mendez, Executive Director
lmd@eye.org
909-951-5750
P.O. Box 5450
1099 North Bayshore
Newport Beach
California 92660

If it's between Uncle Sam and my favorite charity, guess where my IRA will go.

Did you know your retirement plan can be subject to multiple taxes that can reduce by as much as 70 percent what you plan to leave your family?

There is a charitable alternative that can benefit both your family and The EyeCare Project. Make us the beneficiary of all or part of your retirement plan. Any remaining balance will come to us tax-free. Then leave other assets not subject to so many taxes (like cash, stock or real estate) to your heirs.

We will receive a gift, and they will receive more from your estate. It's a good choice to make.

The EyeCare Project
P.O. Box 5450
1099 North Bayshore
Newport Beach
California 92660

It's ok to be a little selfish when you give.

Did you know that The EyeCare Project has a way that you can make a gift and get something back?

It's called a Charitable Gift Annuity, and it guarantees you a fixed income for life in return for your gift to support The Project.

A Gift Annuity is a great way to both give and receive.

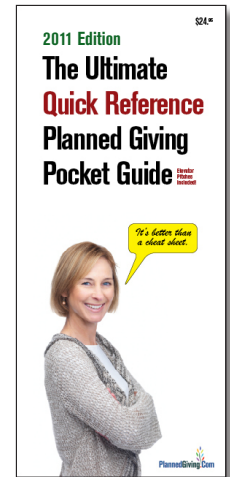
For more information, please contact our Office of Gift Planning at (800) 899-0080.

Gift Example:	
Next's summary of the income and tax benefits from a sample gift annuity for an individual age 80:	
Amount contributed (stock)	\$50,000
Cost basis	\$20,000
Gift Annuity Rate	6%
Annual Payments	\$4,000
Tax-Free Portion	\$1,043
Charitable Deduction	\$25,500

This example is based on a factor that changes monthly. Contact our office for a personalized illustration based on the actual rates.

The material presented is not offered as legal or tax advice. Payment of the benefits and receipt of other payments depend on your ability to contribute. Consult with your attorney, accountant, or other professional advisor before making any financial decisions. ©2011 EyeCare Project. All rights reserved.

FREE FOR OUR CLIENTS



If for some reason you have not received your **free** copy, please call us at:

610-933-6737

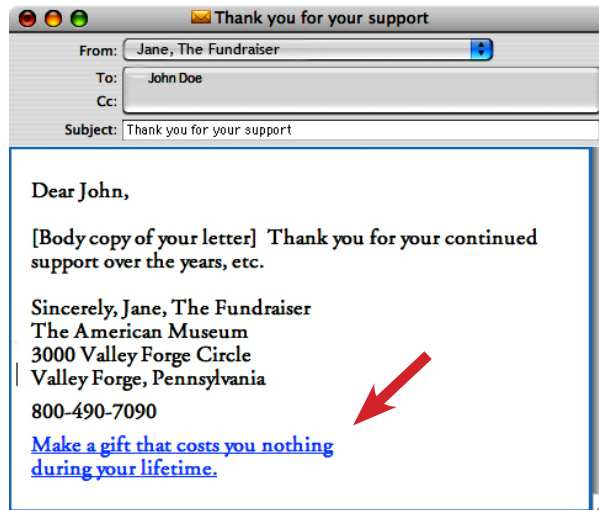
Every fundraiser needs this pocket guide.

4. In your **institutional mass emails** (*the ones your organization sends out*), place a compelling link to content on your planned giving site. **Make it bold and striking.** For example, the link could simply be the title of the article in #2 above, or the title of any one of our documents at <http://store.plannedgiving.com>. (*Peruse for ideas and call for a free download.*)
5. Direct your most loyal prospects to your website using an educational planned giving letter sent via US Mail. Most people prefer to get such information via snail mail. To grab recipients' attention, be sure the letter is personalized with a handwritten or lasered address (no labels) and a real live stamp on it, rather than metered postage. Below is a link to two sample letters. Please do not share these links as they are for our clients and friends.

www.plannedgiving.com/2letters

6. *This is one of my favorite tips!* Develop five or so compelling e-mail signature lines and make sure everyone in your office uses them in their email correspondence. (A typical email signature line such as "Visit us at the Foundation" will never get clicked!) Have each line link to a specific page on your planned giving website. You can get creative with these lines and have some fun. Some examples:

- *Did you know you can support our mission with a gift that costs nothing during lifetime?*
- *You don't have to be wealthy to make a significant gift.*
- *Giving stock could be more beneficial than giving cash.*
- *You can donate your home, get a deduction, and continue to live there for life.*
- *Did you know there are gifts anyone can make?*



7. **Consider postcards.** They are powerful. Postcards are a punchy, inexpensive way to get the word out about your website and about your program. Between the letters in Step 5, you could follow up with a postcard on the same topic, and direct readers to a specific page on your website for more information. Depending on your budget, you can develop postcards yourself (download copy at www.PlannedGiving.Com), or we can help you with world-class content, design, production, and fulfillment services. Give **Joe Tumolo** a call to learn more: 610-653-7906.

Final thoughts ... in addition to using your planned giving website as a marketing tool, remember to use it as an online brochure, too. If a prospect needs information, just email them a link, then print the relevant website pages as well and send them via US Mail. *Remember: The more touches, the better.*

Have you submitted any donor stories for your planned giving website? Donor stories motivate others to give and generate second time gifts.

Remember that you have unlimited updates ...



I hope you find this white paper helpful. My mission is to provide you with the most effective planned giving support available, and to keep you, your organization and your career permanently ahead of the curve.

Contact me and let me know how you're doing! I would really appreciate that.

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