

# GiftLegacy Product Matrix

Features	Pro	Max	Intermediate
GiftLegacy Interactive Web Site with customized “look and feel” <ul style="list-style-type: none"> <li>• Donor Stories - Motivating custom donor gift stories rotate daily</li> <li>• Meet the Staff Page - Includes video greeting, pictures and contact buttons</li> <li>• Weekly Updated Content - Senior-friendly articles, finance news and more</li> </ul>	X	X	X
Royalty-free Literature <ul style="list-style-type: none"> <li>• Postcards - Advertise current articles on your site and acquire donor e-mail addresses. Created in InDesign and PDF formats.</li> <li>• Custom Brochures - on wills, trusts, gift annuities and other gift plans created with your logo and contact information and able to be printed at your location.</li> </ul>	X	X	X
Weekly eNewsletters - For Reaching Donors <ul style="list-style-type: none"> <li>• Layout - Features your organization’s “look and feel” including colors, your logo, etc.</li> <li>• Weekly Content - Timely articles, motivating stories and links to your web site</li> <li>• Header and Footer - Personalize with your organization’s news and events</li> </ul>	X	X	X
eMarketing Mentoring Sessions	X	X	X
Create Your Plan Calculator - donors enter their personal information for a presentation of a gift plan and it’ benefits	X	X	X
Quarterly Printed Newsletter	X	X	
GiftLaw Web Site - For Reaching Professionals <ul style="list-style-type: none"> <li>• Weekly updated tax content &amp; eNewsletter for reaching Professionals</li> <li>• GiftLaw Pro - 8,000 linked charitable tax reference guide</li> <li>• GiftLaw Deduction Calculator</li> </ul>	X	X	
One Practical Planned Giving Conference tuition and three days of Marketing Seminars annually	X	X	X
E-mail Service - For sending your weekly eNewsletters.	X	X	
Pro/Plus/Presents Software	X		
Price (Annual Service)	\$5500	\$5000	\$3500

For More Information:

[www.GiftLegacy.com](http://www.GiftLegacy.com) or call 800-858-9154