

Basic Essentials: *The Planned Giving Website for Smaller Red Cross Chapters*

World-class content and performance. Not just for the big boys anymore.

NEW! Only from VirtualGiving.Com:

A clean and industry-standard URL for your site under PlannedGiving.Org. If you're marketing planned giving, you shouldn't settle for less.

Concise, personalized introduction reaches out and involves your prospects.

Multiple links to bequest language keep your prospects focused on *your most important gift*.

Unlimited rotating donor stories with lead-ins inspire your prospects.

"Don't Make Me Think!"
Intuitive navigation prevents your prospects from getting lost!

Gifts Anyone Can Make guides prospects to plans that represent 85% of all planned gifts.

Tax law updates keep your site current and timely.

Orphan pages have back buttons.

Clean site design delivers visual appeal and easy navigation.

"Wayfinding" illustrated links guide prospects where you want them to go.



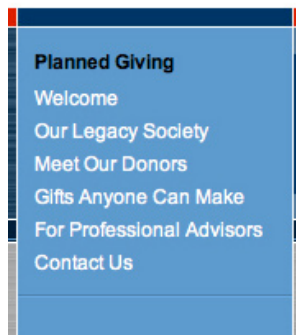
**Representative sample.
Not an actual site.**

Professionally-designed illustrations explain gifts without talking down to donors or appearing childish.

All sections are optional and can be turned on or off. Copy is web-based, not print- (or -newsletter) based.

Basic|Essentials. *Easy, Affordable, Donor Centric.*

We make implementation a snap!

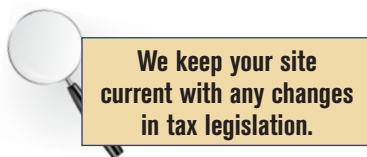


Intuitive Navigation

We deliver results by keeping it simple and focusing on the gifts *that count the most*. And your website's navigation is customizable: you can change link titles, link order, and which ones to display.

Welcome Page

Involve your prospects with our standard text, or write your own. This page is completely customizable, both text and images. So the site says *you*.



Legacy Society Page

Invite donor participation with descriptive text, membership benefits, and a members list. This page, too, is completely customizable. Use our standard language or write your own.

Meet Our Donors Page

Whether you feature your own donor stories or representative ones from our library, this page inspires your *prospects to give, and motivates second-time giving*. Again, it's completely customizable. Give us your copy and we'll get it done.



Gifts "Anyone Can Make"

This page maximizes giving by focusing your prospects on the gift plans that represent 85% of all planned gifts: gifts that *don't affect donors' cash flow*; gifts that are *easy to give and to receive*. These include:

- Gifts from a will or trust
- Stock or appreciated assets
- Life insurance
- Retirement plan
- Personal property
- Real estate

Don't forget, with **Basic|Essentials** you choose which you want to include.

Basic Elements	
Donor Stories	Unlimited
Gift Plans Covered	Up to 6
Gift Descriptions	Features / Benefits
Gift Diagrams	Yes
Frequent Questions	Yes
Tax Law Updates	Yes
Total Pages	16 – 24

For Professional Advisors Page

This page is where you include your tax ID, legal name, and incorporation details, plus quick links to gifts, bequest language, etc.

Contact Us Page

Not your usual contact page! Enliven it with your picture and biographical information.



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