

Charitable Gift Annuity

Designed by *marketing experts*, aimed at prospects with a “*what’s-in-it-for-me*” approach. Written in simple, plain English and designed with landing page logistics.

So flexible that any feature can be turned on or off!

The diagram illustrates a landing page for Charitable Gift Annuities. It features a header with the organization's name and logo, a main headline, a photo of a woman, a main benefit section with three sub-benefits (Tax Free Payments, High Interest Rates, A Charitable Deduction), a video player, a calculator, a FAQ section, a red banner with a call to action, and a final call to action with a form. Arrows point from callout boxes on the left to these specific elements on the page.

How do landing pages help?

- ✓ Connect with prospects by providing a sign-up page for email and e-broadcasts.
- ✓ Keep prospects — and donors — informed.
- ✓ Provides a landing page to use in a campaign.
- ✓ Provides a one-stop information shop for prospects.
- ✓ Boosts your search engine ranking.
- ✓ Saves time — having the information readily available cuts down on the number of lengthy phone calls and emails, allowing you to focus on finding more prospects.
- ✓ Educates staff.
- ✓ Educates board.
- ✓ Simplifies direct mail.
- ✓ Focuses on a single goal.
- ✓ Provides you with analytics data (requires free Google account).

1. Give us your headline or choose from industry proven language we have developed.
2. Your age and gift minimums are configured into the calculator.
3. Downloadable ACGA rate tables (PDF).
4. Short URL so you can easily market it.
5. Professionally designed, written and maintained, taking the workload off you.



800-490-7090
Success@PlannedGiving.Com