**Optional Elevator Pitches & Ideas**

On the Gift Plan “Sell” Sheets, below the main headline, is an elevator pitch.

Below are a few additional ones (and ideas) you may want to use or consider. These are just a start. Get creative!

**BEQUESTS**

A Gift That Does Not Affect Cash Flow During Lifetime

A Simple Gift in Your Will Is Easier And Lasts Longer.

It’s the Easiest Gift You Can Make.

**APPRCIATED SECURITIES**

Make Your Mark on The Future. (No Checkbook Required.)

Give Smart. Give Stock. It’s a Win-Win.

Buy Low. Give High. Give Stock.

Giving Stock Can Be More Beneficial Than Giving Cash.

**IRA**

Where Will Your IRA Go? Choose Between Your Favorite Charity or Uncle Sam.

Your IRA Could Be Your Legacy.

Finally, Some Good News About Taxes.

Don’t Need Your IRA Distribution This Year? Consider Helping {ORGANIZATION}

Why Pay a Voluntary Tax?

**GIFT ANNUITY**

Give and Receive. You Can Have Your Cake and Eat it Too.

Did You Know You Can Make a Gift That Gives You a “Guaranteed Paycheck” For Life?

A Guaranteed “Paycheck” for Life? What’s Not to Like?

Payments Rates Much Higher Than Your 12-Month CD.