

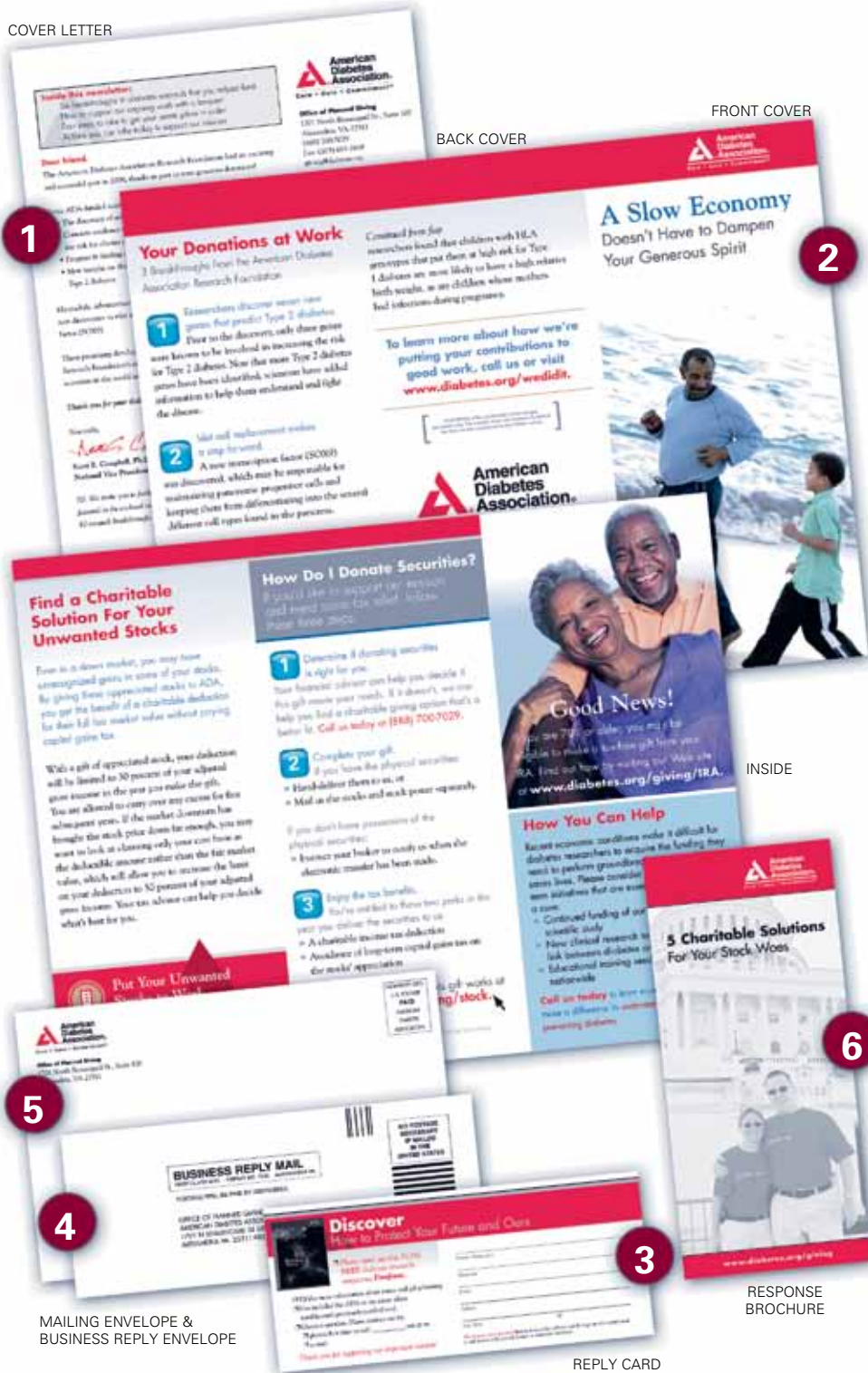
3-Panel, full-color or two-color brochures

Custom Brochures

Educate and inspire your supporters through a fully-custom package designed just for your organization by a team of professional graphic artists and editors.

Product Code: TFK

COVER LETTER



FRONT COVER

BACK COVER

INSIDE

RESPONSE BROCHURE

REPLY CARD

Your Competitive Edge

As a Stelter client, you enjoy full access to these resources and benefits:

- » **Ongoing Donor Research:** Scientific insights about what works and what doesn't.
- » **Data-Driven Messaging Strategies:** Editorial content that really hits the mark and reaches out to different generations of donors and prospects.
- » **Trackable Metrics:** Measurable calls-to-action to help you determine the success of your marketing efforts.
- » **Multichannel Strategy:** Connect the dots with a fully integrated marketing approach: direct mail, Web and e-marketing.
- » **Gift Planning Attorney:** FREE telephone consultations with gift planning attorney, Johni Hays J.D.
- » **Webinars:** Marketing and technical support, including a curriculum of on-line webinars.

Recommended Custom Brochure Campaign

- 1 cover letter
- 2 full-color or two-color brochure
- 3 custom reply card
- 4 business reply envelope (BRE)
- 5 mailing envelope (ME)
- 6 response brochure

The brochure, BRE and reply card are priced as a package. The cover letter, mailing envelope, response brochure and mail processing are priced separately. See the reverse side of this sheet for pricing details.

4-panels, 15 x 9-inches folded to 3.75 x 9-inches

Custom Brochures

Educate and inspire your supporters through a fully-custom package designed just for your organization by a team of professional graphic artists and editors.

Product Code: LK

COVER LETTER



BACK PANELS

FRONT COVER

Your Competitive Edge

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INSIDE PANELS



INSIDE PANELS



RESPONSE BROCHURE

MAILING ENVELOPE & BUSINESS REPLY ENVELOPE

REPLY CARD

Recommended Custom Brochure Campaign

- 1 cover letter
- 2 full-color or two-color brochure
- 3 custom reply card
- 4 business reply envelope (BRE)
- 5 mailing envelope (ME)
- 6 response brochure

The brochure, BRE and reply card are priced as a package. The cover letter, mailing envelope, response brochure and mail processing are priced separately. See the reverse side of this sheet for pricing details.

Custom Cover

Planned Giving Brochures

Educate and inspire your supporters with custom cover planned giving brochures.

Product Code: LBCC

FRONT COVER



Your Competitive Edge

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- » **Ongoing Donor Research:** Scientific insights about what works and what doesn't.
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- » **Trackable Metrics:** Measurable calls-to-action to help you determine the success of your marketing efforts.
- » **Multichannel Strategy:** Connect the dots with a fully integrated marketing approach: direct mail, Web and e-marketing.
- » **Gift Planning Attorney:** FREE telephone consultations with gift planning attorney, Johni Hays J.D.
- » **Webinars:** Marketing and technical support, including a curriculum of on-line webinars.

Recommended Uses

- 1 Display racks
- 2 Seminar materials
- 3 Handouts during personal calls

Custom Cover

Planned Giving Brochures Order Form

Product Code: LBCC

Planned Giving Brochure Titles

Indicate quantity in front of title • Minimum quantity per title: 50 • Minimum quantity per order: 250

- | | |
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| <input type="checkbox"/> Maximizing the Value of Your Assets (appreciated property) (LBCC1) | <input type="checkbox"/> Your Guide to Year-End Giving (LBCC22) |
| <input type="checkbox"/> Protect Your Assets From Uncle Sam (capital gains) (LBCC2) | <input type="checkbox"/> Use Your IRA the Smart Way (LBCC23) |
| <input type="checkbox"/> Receive Fixed Payments for Life! (LBCC3) | <input type="checkbox"/> 17 Reasons to Update Your Will (LBCC24) |
| <input type="checkbox"/> Give a Little, Get a Lot: A Unique Giving Plan That Benefits You (CRT) (LBCC4) | <input type="checkbox"/> The Best Present for Anyone on Your List (endowments, memorials) (LBCC25) |
| <input type="checkbox"/> 5 Estate Planning Steps for Women (LBCC5) | <input type="checkbox"/> Top 5 Year-End Gift Ideas (LBCC26) |
| <input type="checkbox"/> How to Plan for Your Heirs (LBCC6) | <input type="checkbox"/> Your Personal Estate Planning Record (LBCC27) |
| <input type="checkbox"/> Take Care of Your Loved Ones, Even After You're Gone (living trust) (LBCC7) | <input type="checkbox"/> Feel Secure in Your Retirement Years (LBCC28) |
| <input type="checkbox"/> Your Personal Guide to Gift Planning (LBCC8) | <input type="checkbox"/> 5 Charitable Solutions for Your Stock Woes (LBCC29) |
| <input type="checkbox"/> Retirement Planning: How to Make Your Dollars Last (LBCC9) | <input type="checkbox"/> 6 Easy Ways to Support What You Love Today (outright gifts) (LBCC30) |
| <input type="checkbox"/> A New Use for Your Retirement Plan Assets (LBCC10) | <input type="checkbox"/> The Key to Securing Extra Retirement Income (CGA) (LBCC31) |
| <input type="checkbox"/> Protect Your Retirement Plans (LBCC11) | <input type="checkbox"/> Make Your Final Wishes Come True (bequests) (LBCC32) |
| <input type="checkbox"/> 5 Ways to Donate Real Estate (LBCC12) | <input type="checkbox"/> Your Guide to Locating Important Documents (LBCC33) |
| <input type="checkbox"/> A Stress-Free Donation Option (life insurance) (LBCC13) | <input type="checkbox"/> What to Do in the First 48 Hours When You Lose a Loved One (LBCC34) |
| <input type="checkbox"/> Retirement Income Plans: Ways to Pay You More (LBCC14) | <input type="checkbox"/> The Top 7 Questions to Ask Your Estate Planning Attorney (LBCC35) |
| <input type="checkbox"/> 15 Ways to Support Your Favorite Cause (LBCC15) | <input type="checkbox"/> Turn a Donation Into a Steady Income for Life (CRAT) (LBCC36) |
| <input type="checkbox"/> Securing Your Family's Future (LBCC16) | <input type="checkbox"/> Identify Theft Rx: Protect Your Personal Information (LBCC37) |
| <input type="checkbox"/> A Simple Gift That Benefits You, Too (CGA) (LBCC17) | <input type="checkbox"/> What You Need to Know About Long-Term Care Insurance (LBCC38) |
| <input type="checkbox"/> Provide More for Your Heirs and Cut Taxes (CLT) (LBCC18) | <input type="checkbox"/> How to Be Charitable in an Economic Downturn (LBCC39) |
| <input type="checkbox"/> What You Need to Know About Wills (LBCC19) | <input type="checkbox"/> Five Life Lessons to Teach Your Children and Grandchildren (LBCC40) |
| <input type="checkbox"/> Your Will: Uniquely You (LBCC20) | <input type="checkbox"/> Be the Best Grandparent You Can Be (LBCC41) |
| <input type="checkbox"/> Putting a Name on Our Good Work
(endowments, memorials, scholarships) (LBCC21) | <input type="checkbox"/> Should You Really Leave Everything to Your Spouse? (LBCC42) |