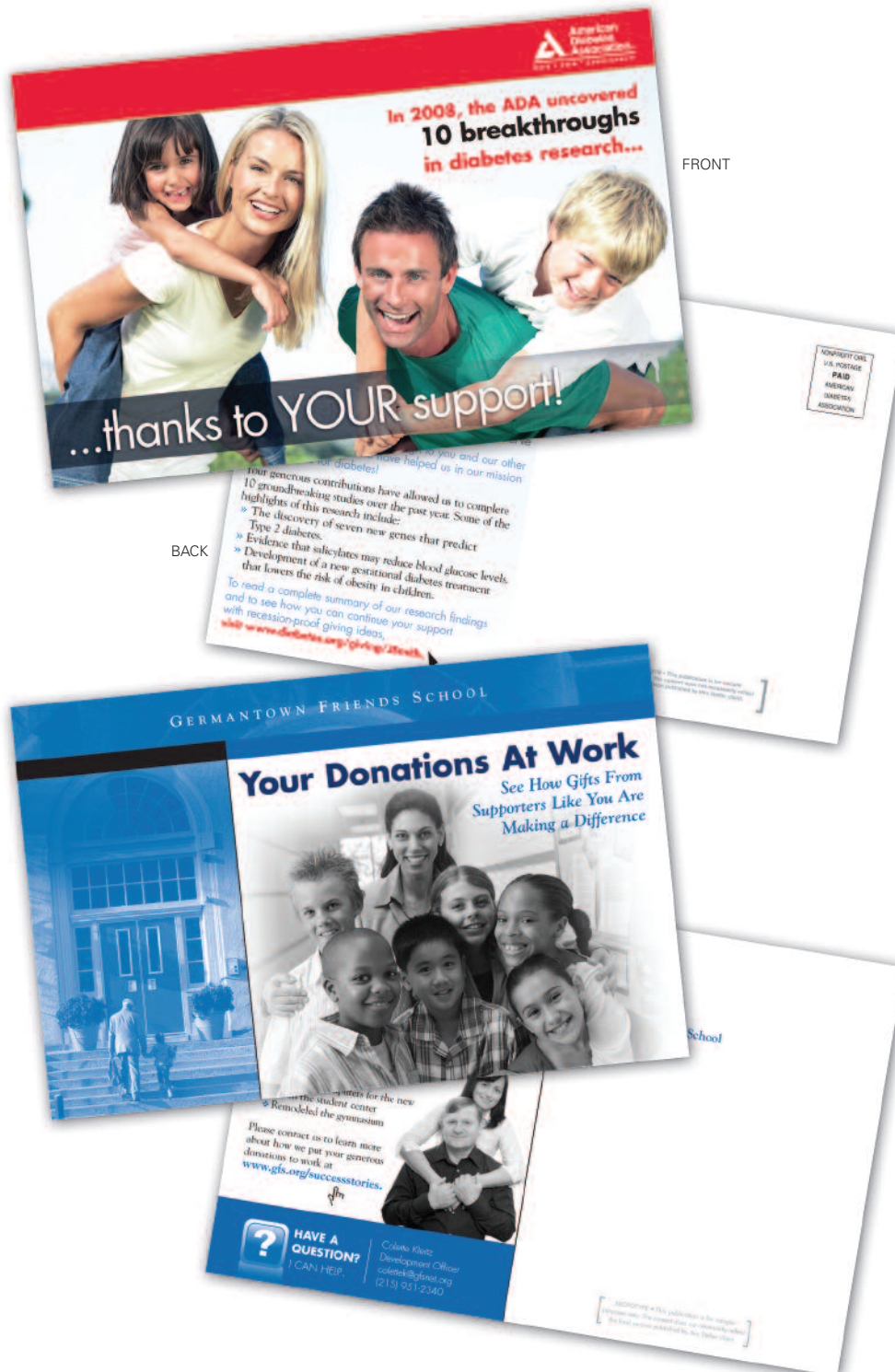


8½ x 5½ inches

## Custom Postcards

Increase your planned giving marketing exposure to all donors by using our custom postcards.

Product Code: PCK



### 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 Uses:

- 1 Promote your Web site
- 2 Promote a gift type
- 3 Promote your heritage society
- 4 Promote your foundation
- 5 Promote a capital campaign
- 6 Feature a donor testimonial
- 7 Send a thank-you for a gift
- 8 Conduct a survey
- 9 Introduce new development staff

See the reverse side of this sheet for pricing details.

## Postcard with Confidential Tear-Off Reply Card **Custom Postcard Plus**

Increase your planned giving marketing exposure to all donors by using our custom postcard with confidential tear-off reply card.

Product Code: PCKWRCN



FRONT COVER

INSIDE

REPLY CARD

BACK COVER

### Your Competitive Edge

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- » **Trackable Metrics:** Measurable calls-to-action to help you determine the success of your marketing efforts.
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