

Gift Planning Web Site

Essential online resources and articles for your supporters

Product Code: WEB

HOME PAGES



Key Features

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

- » **Research-Based Content:** Based on Stelter's ongoing behavioral research, site content is regularly modified to reflect and surface the most effective messaging strategies and up-to-date information.
- » **Custom Design:** Each site's architecture is unique and based on usability best practices, learned conventions and your specific objectives.
- » **Recommendations Tool:** This exclusive collective intelligence platform leverages the wisdom of tens of thousands of viewers to automatically display the most relevant content to your Web site visitors.
- » **Measurable Results:** Built-in trackable metrics and response mechanisms help measure results and return on investment.

Core Content

- » **Life Stage Library®:** Allows visitors to access relevant gift, estate and financial planning information based on their ages. Can also serve as a content resource for outright and major gifts.
- » **eBrochures:** Donors can access up to 20 on-demand, customized, royalty-free eBrochures.
- » **Downloadable Forms:** Users have access to resources including IRS forms and a Letter of Intent.
- » **Gift Calculator:** Calculate the benefits of any planned gift. Integrated throughout the site.
- » **Build Your Gift:** Donors can explore a decision tree to see which giving option may be best for them.
- » **Compare Gifts:** Compare up to three types of gifts via this interactive gift matrix.
- » **Essentials:** Learn about the basic estate planning documents everyone should own. Browse the many benefits associated with using specific assets as gifts. Read articles about the vast array of vehicles used to make planned gifts.
- » **Quiz Yourself:** Donors can test their gift and estate planning know-how in a series of quizzes.
- » **Goals & Gifts:** Visitors can study this detailed chart that matches gifts to specific goals.
- » **For Professional Advisors:** Offers gift planning information and resources for professional advisors.

Available features and content vary depending on the type of Web site you choose. Please contact us for more information.



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Program Overview

Stelter is the recognized leader in research-based messaging strategies for raising planned gifts. Our Web programs combine best practices in usability and site architecture with innovative ways to engage visitors, market across multiple channels and track results.

Stelter hosts the gift planning Web sites of more than 1,200 nonprofits. Our unique user-centered approach results in a powerful combination: an engaging user experience to which you can add a vast amount of customization, and proprietary intelligence that lifts the burden of you having to anticipate, understand and react to the ever-changing landscape of donor behavior and preferences.

Getting Started

Before we create your Stelter Web site, we will perform an analysis of your current site and provide a recommended implementation process based on usability best practices, learned conventions and real-world focus groups. This phase also allows us to become familiar with:

- » **Your goals and objectives.**
- » **Corporate brand and communication guidelines.**
- » **Audience profiling, to better understand your supporters and their needs.**