



THE KEY TO SUCCESSFUL PLANNED GIVING

Planned giving marketing is the key to any successful planned giving program. Marketing provides the platform to educate donors about your services that match their needs. Below provides a comparison of the three planned giving marketing plans available to your nonprofit organization.

PLANNED GIVING MARKETING PLANS			
		Only available with DISCOVERx Results	
	BASIC Included in TCF Partnership	PRO Included with DISCOVERx	PREMIER Included with DISCOVERx
Access to tagpgmarketing.com site for content	✓	✓	✓
Custom Planned Giving Ads (3) · Digital · Print · Other	✓	✓	✓
Social Posts	✓	✓	✓
P.S. Lines	✓	✓	✓
Customized Planned Giving Website	✓	✓	✓
Customized, Segmented Planned Giving Postcards · Digital · Printed · Social · Other		✓	✓
Additional Custom Planned Giving Ads (1) · Digital · Printed · Other		✓	✓
Customized Web Videos on the Planned Giving Website			✓
Digital Planned Giving Follow - Up			✓

CONTACT US

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