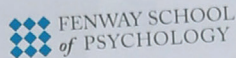


Make a Gift That Helps Us - And You!

Proposal for Mr. John Q. Donor



Consider a Charitable Gift Annuity to Support FSP

The generosity of donors like you have made it possible for the Fenway School of Psychology to provide our students with a one-of-a-kind academic experience noted for hands-on research opportunities, personalized faculty mentoring, and small classes at an affordable price.

One way you can generously support FSP is by creating a charitable gift annuity.

Funding a charitable gift annuity would be a great way for you to add to the John Q. Donor Scholarship Fund at FSP. Alternatively, you might consider using your gift to support research into telepathic treatments that you've expressed an interest in. FSP is making great strides in our understanding of this exciting new approach to psychotherapy!

Is a Charitable Gift Annuity Right for Me?

Would you like to receive fixed, dependable payments for life — and save taxes — while making a significant gift to FSP?

Many donors have used a charitable gift annuity to help them achieve these goals.

A charitable gift annuity could be right for you if:

- You want to provide income for yourself or others.
- You want the security of fixed, dependable payments for life
- You want to save income taxes or capital gains taxes
- You would like income that is partially tax-free for many years
- You want a gift plan that is easy and inexpensive to set up
- You are considering a gift amount of \$25,000 or more



Gift Annuity Works

...er cash, securities, or other property to FSP.
...s income tax deduction. If you give securities or
...grown in value, you also save capital gains

each year to you or to anyone you name for
...ts, the larger the payments. Typically, a
...is tax-free for many years.

uity ends, its remaining principal passes to
...y we use these funds.

John Q. Donor

ou give appreciated property with a \$50,000 value and \$20,000 cost to FSP in
...r that makes payments each year for an annuitant, age 78.
...ort to FSP, these benefits include a \$23,720 income tax charitable deduction,
...and \$3,400 in payments each year for life. Even better, \$1,001 of each year's
...1.5 years.



100 Property
100 Basis



6.8% Charitable
gift annuity



Remainder to
FSP

Income tax deduction
...ains not taxed
...annual payments

...ould not be considered legal, accounting, or other professional advice. Your
...g on several factors, including the timing of your gift.

Designer Proposals

Create a beautiful and personalized proposal for every planned gift prospect.

Designer Proposals

Let us do the work so you can close more gifts.

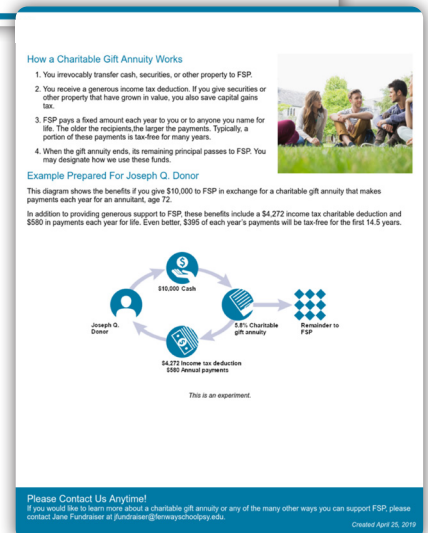
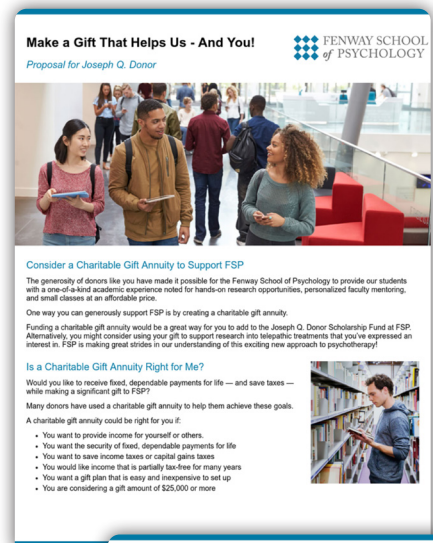
PG Calc has been helping charities communicate the benefits of planned gifts since 1985. With the introduction of *Designer Proposals*, we have taken our latest leap forward in illustrating gifts.

Designer Proposals Appeal to Your Donor's Head *and* Heart

You know your donors make gifts because they care about your cause. Tax deductions and other financial benefits of a planned gift are important, but the donor is not going to make a gift to your organization without having an emotional connection to your mission. *Designer Proposals* make it easy for you to create a professional-quality proposal that appeals equally to your donor's head *and* heart.

- **Upload your own images:** Upload your choice of images, then include them in your *Designer Proposals*. Each time you create a *Designer Proposal*, include the image or images you think will appeal to your donor the most.
- **Personalize content:** Each *Designer Proposal* provides space for optional paragraphs written specifically for your prospect. For example, describe your organization's mission or suggest a purpose for your prospect's gift. You can include a personal thank you, too.
- **Brand with your logo and colors:** Each *Designer Proposal* includes your organization's logo and color scheme. If your organization is a university with multiple schools or an organization with multiple affiliates, you can set up branding for each school or affiliate.
- **Introduce concepts:** Explain in simple step-by-step language how the gift plan you are illustrating works.
- **Help your prospect understand if the gift is right for them:** Present your prospect with a list of the gift plan's characteristics so that they can see if the plan will fulfill their goals for their gift.
- **Provide a personalized example:** Each *Designer Proposal* includes an example that illustrates the benefits of the gift plan using a personalized diagram. Values in the illustration are based on the gift amount, beneficiary ages, and other prospect information entered by you.
- **Create custom *Designer Proposals*:** With PG Calc's help, you can revise any text in a *Designer Proposal*. You can even have us create completely custom proposals for you!
- **Fast and easy:** View, print, or email a beautiful, personalized proposal for any planned gift in just a few minutes.

Two-Page Description and Example



Designer Proposals

Designer Proposals is a module of *PGM Anywhere*.

Designer Proposals is an optional module of *PGM Anywhere*, PG Calc's online software for illustrating planned gifts.

- **Create proposals anywhere on any device:** You can produce *Designer Proposals* on a tablet, laptop, desktop computer, or even your phone. All you need is an Internet connection.
- **One-page, two-page, and four-page options:** Choose from one-page, two-page, and four-page proposal options, whichever one fits your situation best.
- **We set you up:** You provide us with the images and branding you want to use in *Designer Proposals*, and we will set you up. After that, you can add or delete images or revise optional paragraphs yourself anytime.

How Do I Get *Designer Proposals*?

It depends which PG Calc products you own, because it might be FREE!

When you buy a new planned giving website from us, you get *Designer Proposals* added on to your current copy of *PGM Anywhere*. Additionally, if you order a planned giving website AND additional marketing materials from PG Calc, you will receive *PGM Anywhere* and *Designer Proposals* completely free.


That's a huge savings for your organization - our clients typically save thousands of dollars!

If you already have *PGM Anywhere*, contact us to see how you can activate the *Designer Proposal* module and begin making your own personalized proposals. If you'd like to purchase *PGM Anywhere*, please contact us at info@pgcalc.com.

1

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3



Make a Gift that Helps Us—And You
Proposal for Joseph Q. Donor
Consider a Charitable Gift Annuity to Support FSP

The generosity of donors like you have made it possible for the Fenway School of Psychology to provide our students with a one-of-a-kind academic experience noted for hands-on research opportunities, personalized faculty mentoring, and small classes at an affordable price.

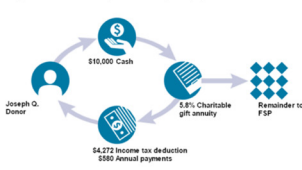
One way you can generously support Fenway School of Psychology is by creating a charitable gift annuity.

A charitable gift annuity is a gift plan that lets you receive fixed, dependable payments for life -- and save taxes -- while making a significant gift to FSP.

Example Prepared For Joseph Q. Donor

This diagram shows the benefits if you give \$10,000 to FSP in exchange for a charitable gift annuity that makes payments each year for an annuitant, age 72.

In addition to providing generous support to FSP, these benefits include a \$4,272 income tax charitable deduction and \$580 in payments each year for life. Even better, \$395 of each year's payments will be tax-free for the first 14.5 years.



This is an experiment.

Please Contact Us Anytime!
If you would like to learn more about a charitable gift annuity or any of the many other ways you can support Fenway School of Psychology, please contact Jane Fundraiser at jfundraiser@fenwayschoolpsy.edu.
Created April 25, 2019

4

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Customize Your Proposal's Appearance.

- 1 Your charity's logo and colors.
- 2 Your donor's name prominently shown.
- 3 A custom paragraph (optional).
- 4 A motivating image of your choice.
- 5 A personalized example explaining the benefits.
- 6 Your charity's contact information.



Praise for PG Calc's *Designer Proposals*

“ PG Calc's *Designer Proposals* have been a wonderful addition to our CGA program! The illustrations we produce now are vibrant and engaging, and the customization is outstanding. Not only have our donors really responded to the compelling content, it has also been a real time saver for us.”

— Beckie Cairns
Deputy Director of Gift Planning, ACLU

“ The *Designer Proposals* look really great and are a wonderful addition to your services! I like the two-pager best as a proposal I might send out in print or email or leave behind after meeting with a donor.”

— Elizabeth Siladi
Director of Gift Planning and Senior Philanthropic Advisor, Bentley University

“ PG Calc's *Designer Proposals* provide us with the readily customizable templates we need to complement our overall consultative approach to our University constituency. Initially, as we know, it is entirely about communicating the right information in a comprehensive manner that is readily understood – these proposals accomplish that well!”

— Tom Bevan
President, The LeTourneau University Foundation