

About *Planning With Purpose* Newsletter Program



Four times a year, Sharpe Group offers *Planning With Purpose*, an affordable and engaging planned giving newsletter program with two levels available (see details below). This newsletter is written and designed to motivate donors to make larger gifts today and through their long-range financial plans. Topics include estate planning, wills and bequests, noncash assets, beneficiary designations, giving through retirement plans—such as QCDs—and other relevant and timely topics.

2021-2022 Deadlines and Ship Dates*

ISSUE	DEADLINE FOR PARTICIPATION	SHIP DATE
Summer 2021	May 7, 2021	June 18, 2021
Fall 2021	August 6, 2021	September 17, 2021
Winter 2022	November 12, 2021	January 5, 2022
Spring 2022	February 4, 2022	March 18, 2022

*Your organization may participate in one issue only or up to four times a year.

Planning With Purpose Newsletter Program Options

	Standard	Personalized
Add your organization's name to masthead	✓	
Replace newsletter masthead		✓
Add your organization's name to articles on Pages 1 & 4	✓	✓
Add your contact information to Page 4	✓	✓
2-sided reply card that fits in a return envelope (survey on Side 2)	✓	✓
Return envelope (with your camera-ready art supplied)	✓	✓
Option to add your own pictures to Pages 1 & 4		✓
Option to replace copy on Pages 1 & 4		✓
E-booklet for follow-up using your organization's branding (colors and logo)**	✓	✓
Option for Sharpe editor to write donor story**		✓

**additional fee

800.342.2375 | john.ryan@SHARPEnet.com | SHARPEnet.com

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Planning With Purpose Newsletter Program Order Form

800.342.2375 Email john.ryan@SHARPEnet.com

Standard Version

Personalized Version

Issue	Winter	Spring	Summer	Fall
Quantity				

Organization Information

For the personalized option, you may supply your own masthead and text for Pages 1 and/or 4.

For the standard option, please complete the information below.

Page 1: "Gift & Estate Planning Ideas for Friends of _____"

Page 4: "For More Information contact: _____"

Email logos and photos to imprints@SHARPEnet.com.

You may make changes to quantities, organization information, shipping and/or billing information of any particular issue at any time prior to the issue's "Deadline Date" (listed on reverse). Otherwise, your newsletters will be produced using the information currently on file.

QUANTITY & PRICING

Standard Version (newsletters, reply cards & envelopes)		Personalized Version (newsletters, reply cards & envelopes)	
500 – 749	\$2.05 each	500 – 749	\$3.05 each
750 – 999	\$1.80 each	750 – 999	\$2.50 each
1,000 – 1,999	\$1.40 each	1,000 – 1,999	\$1.90 each
2,000 – 2,999	\$1.20 each	2,000 – 2,999	\$1.45 each
3,000 – 3,999	\$1.00 each	3,000 – 3,999	\$1.20 each
4,000 – 4,499	\$0.85 each	4,000 – 4,499	\$1.00 each
4,500 – 4,999	\$0.80 each	4,500 – 4,999	\$0.90 each
5,000 +	call for quote	5,000 +	call for quote

The follow-up e-booklet is an additional \$350. For personalized option only: Are you interested in replacing the Page 1 article with a donor story? We can interview your donor and write the article for an additional \$600.

The minimum quantity is 500. Newsletters are two colors (black and a PMS ink) and the coordinating PMS ink is determined by Sharpe Group at the time each issue is planned. To minimize overlap of donor constituencies, invitations to participate are limited among types of organizations in any geographic area. All orders are shipped via FedEx Ground. Expect delivery in the continental U.S. within five business days after noted ship date. Orders shipped to California addresses will be subject to California Use Tax. For questions, call 901.680.5322.

Billing Address

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ ZIP _____

Phone (____) _____

Shipping Address

(If different from billing. No P.O. boxes, please.)

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ ZIP _____

Phone (____) _____

Return this form to:

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