



Planned Giving Marketing Investment

What to budget for

Digital	Planned Giving Microsite	\$500.00
Direct Mail	Spring Newsletter Pkg (approx. 500 Qty includes mailing)	\$1,159.00
	Estimated Postage	\$250.00
	Response Brochures: 50 Qty	\$121.92
	Summer Postcard (approx. 500 Qty)	\$416.00
	Estimated Postage	\$250.00
	Fall Newsletter Pkg (approx. 500 Qty includes mailing)	\$1,159.00
	Estimated Postage	\$250.00
	Response Brochures: 50 Qty	\$121.92
	Planning Strategies Brochure: 100 Qty	\$860.25
	Year End Envelope Enclosures: 500 Qty	\$237.88
Total Estimated Yearly Budget		\$5,325.97