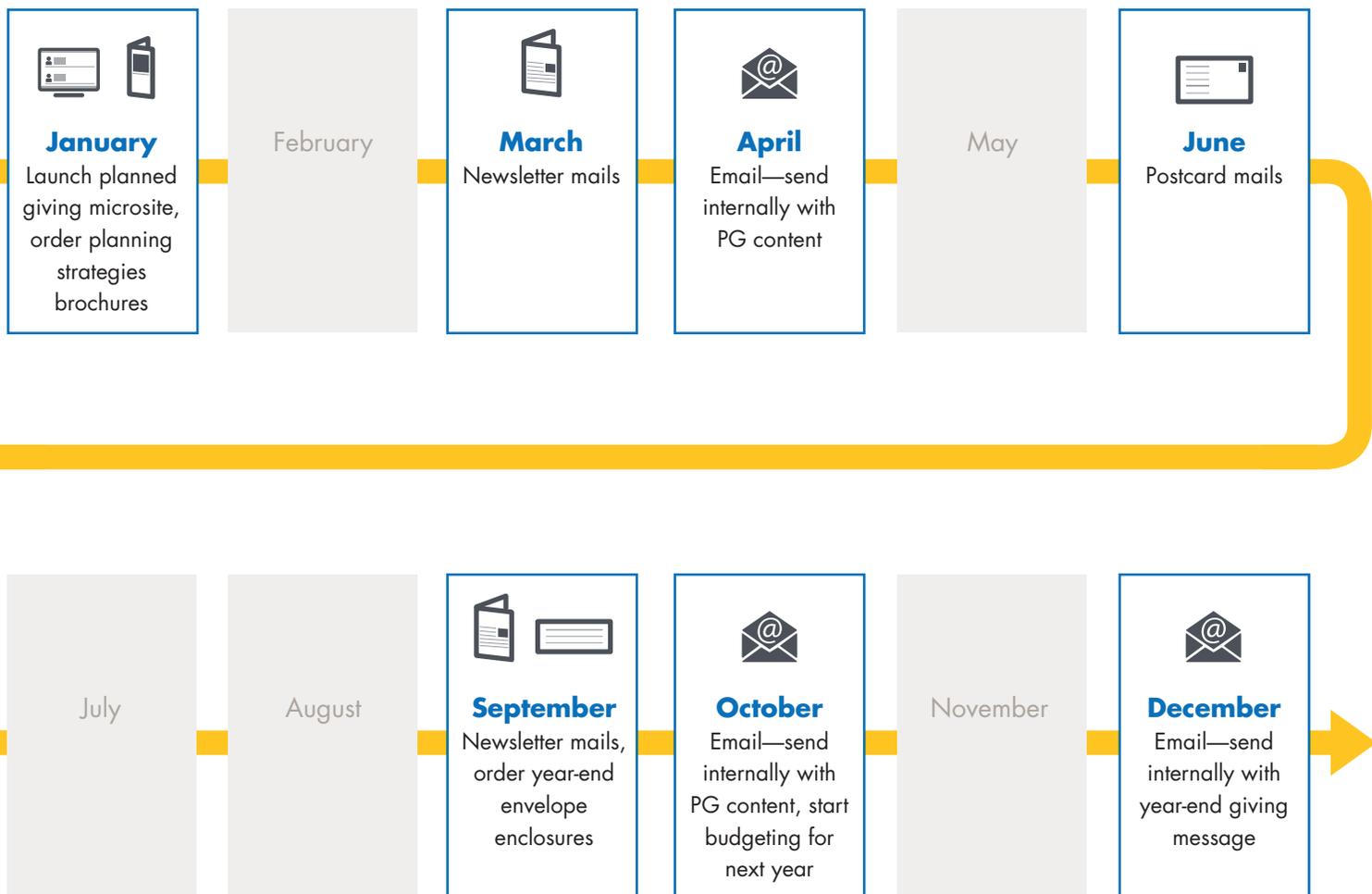




Sample Multi-Channel Marketing Plan



Simple ways to integrate your messaging

- Include bequest language on the back of your business card
- Include tag-lines in your email signature line, on your letterhead and in organizational publications, i.e.:
 - » Help future families and children, leave RMHC in your will.
 - » Have you remembered RMHC in your will?
 - » A simple designation of 5 percent of your estate will help families and children in the future.
 - » Make a bigger impact on families and children, remember RMHC in your will.