



GiftCalcs

Planned giving calculator for the web

GiftCalcs helps close more gifts!

GiftCalcs calculator on your web site educates, cultivates, and qualifies planned gift prospects.

GiftCalcs is a web-based calculator that provides deductions for all types of planned gifts. Visitors to your web site use the calculator to explore the benefits of planned gifts. GiftCalcs streamlines the gift cultivation process — a great advantage for small shops.

Once you get GiftCalcs, you'll wish you'd done it sooner!

Steve de Graaf
Estate and Gift Design
American Red Cross Sacramento Sierra Chapter
Sacramento, CA

What will GiftCalcs do for your planned gifts marketing program?

GiftCalcs enhances your organization's planned giving web page, providing an interactive way to educate and cultivate donors. PG Calc's GiftCalcs clients report highly favorable comments from site visitors as well as actual new planned gifts closed. GiftCalcs gives you a great reason to drive potential donors to your site with ads, mailings and e-mail blasts.

What do donors and advisors think about GiftCalcs?

Donors and advisors appreciate the opportunity to explore gift plans. Potential donors enter basic information and immediately see the advantages of making a planned gift. Prospects are comfortable exploring gift options privately, without pressure, leading to more interest in planned gifts.

GiftCalcs matches your gift acceptance policies.

You can customize GiftCalcs to mirror the gift acceptance policies of your institution. Donors and advisors will not be able to model gift plans you can't accept.

GiftCalcs puts you in control.

You determine how many choices prospects can make. Keep the calculator as simple as possible or provide more choices for your site visitors. You can change your options any time and monitor site activity.

Get in touch with your prospects.

Part of the attraction of GiftCalcs is that prospects enjoy the freedom to explore gift concepts anonymously. You want to know who they are, yet privacy is important too. With GiftCalcs, you can choose how much — if any — prospect information to require. Find the right balance for your organization. Let us walk you through the choices available to you.



Visit www.giftcalcs.com to view sample GiftCalcs sites.

GiftCalcs Features



powered by PG Calc

GiftCalcs allows flexible control over many parameters from gift options to page color. You can log into your password-protected Client Center anytime. Visit the sample Client Center on our web site to see the dozens of features under your direct control.

- ▶ Set gift options to match your gift acceptance policies
- ▶ Match the appearance of your web site
- ▶ Write your own headers and disclaimers
- ▶ Include a link to your privacy statement on the navigation bar
- ▶ Review site activity reports via e-mail or online
- ▶ Insert a background image on calculator page
- ▶ And much, much more...

More reasons why GiftCalcs is right for you:

- 1] All gift options, including immediate and deferred gift annuities
- 2] Ability to collect prospect contact information
- 3] Ability to monitor site activity and hits

Visit www.giftcalcs.com for all the details.

Choose the right GiftCalcs level for your needs:

Basic gets you started and provides complete control of gift parameters to match your acceptance policies.

Plus lets you change the color and appearance of the calculator, include your own logo, edit headings, select among ACGA rate tables, and collect prospect contact information, plus all the above.

Integrated provides HTML integration which picks up design elements from your site, plus all the above.

Non-profits:

	Level I Basic	Level II Plus	Level III Integrated
Set up	Free	\$300	\$500
Annual Fee	\$295	\$295	\$495

For a custom gift annuity rate table, additional web programming, or to redo the HTML integration if you redesign your web site, please call for a quote.

For-profit institutions: Please call 888-497-4970 for pricing.



PG Calc Incorporated

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