

What Your Will Reveals About You

Your will says something about you. First, it says that you care about your loved ones. You want to make it easier for them by taking care of legal matters relating to the transfer of your estate. You want your affairs handled smoothly and without undue inconvenience to those who will be experiencing grief.

Second, having a will means that you have planned to conserve your estate. You may reduce taxes and probate costs by designating what things will go where and who will be responsible for handling the details. The cost savings that result from a carefully constructed estate plan means that more of your estate can go to family members and other beneficiaries.

Third, your will provides insight into your lifetime involvements and concerns. Bequests to family members tell of your love and concern for their welfare. And bequests to organizations speak volumes about your values.

For example, when you include [ABC Charity] in your will, you reveal that caring for others is worthwhile and you affirm your belief in the mission of [ABC]. Such action encourages those you leave behind to consider how they can help those in need.

Finally, when you include [ABC] in your will, you tell us at [ABC] that you want us to continue to fulfill the mission of [ABC] in this world. You reveal your vision for our future! You encourage us to be good stewards of the new resources you place in our hands.

Your will says other things as well about your interests and values and commitments. And because it says so much, you are wise to think it through carefully.

If having a will says so many good things about you, what does the absence of a current will reveal?

The gift planning office team at [ABC Charity] wants you to experience the good feelings of having a well-considered and well-crafted will (or other comprehensive estate planning document). We encourage you to take care of this very important matter. And to help you, we offer a complimentary brochure about basic estate planning.

Further, if you want to talk with us about finding a good lawyer or about how to leave a bequest to [ABC], we are available to help. Please use the form below to let us know how best to serve you. Call our director of gift planning, Jane Doe, at 888-423-4567.

(Please complete and return this reply form)

Dear Friends at [ABC] Charity:

- ☐ Please send me free literature about making a will.
- ☐ Please contact me about a personal visit or other assistance.
- ☐ I have already provided a bequest for [ABC] Charity in my will.
- ☐ Please send me information about the [ABC] Heritage Society.

Name: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone: _____

Email: _____