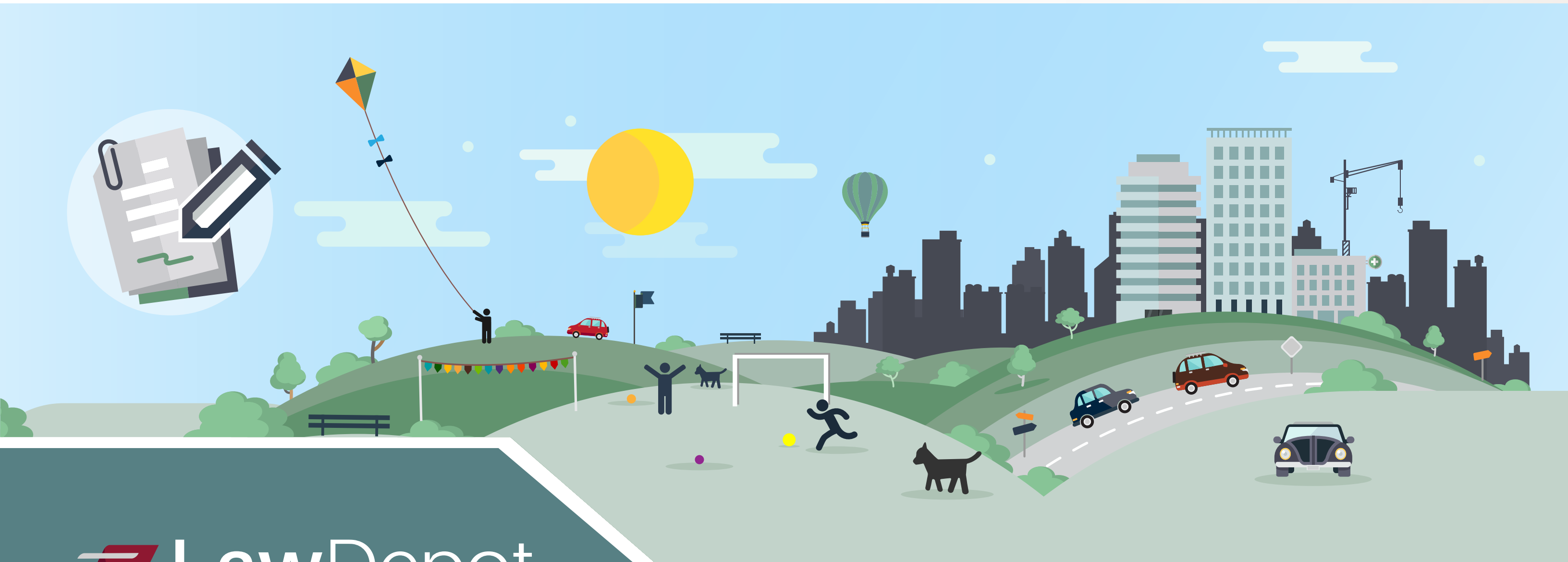




 LawDepot®

Legacy Giving Program



Who is LawDepot?

We would like to take this opportunity to introduce our company: we are LawDepot, an online publisher of do-it-yourself legal documents. We have been providing legal forms and contracts in areas such as estate planning, real estate, business, family, and more to millions of users worldwide since 2001.

Why are we contacting your organization?

Because we want to help you continue the impactful work you do. Through a **free** partnership with our company, we believe we can help increase your legacy donations by featuring your charity in four of our estate planning documents.



LawDepot receives
2 million
visitors per month!



LawDepot wants to help educate your supporters about planned giving and provide them with the tools to do it quickly and easily so that you can increase your donations.

How?

Through a **free** partnership, customized for your organization.

55%

of adult Americans do not have a Last Will.



Less than

8%

of Americans leave a planned gift to a charity in their estate plans.

LawDepot Legacy Giving Program

The LawDepot Legacy Giving Program is a **free** partnership that:

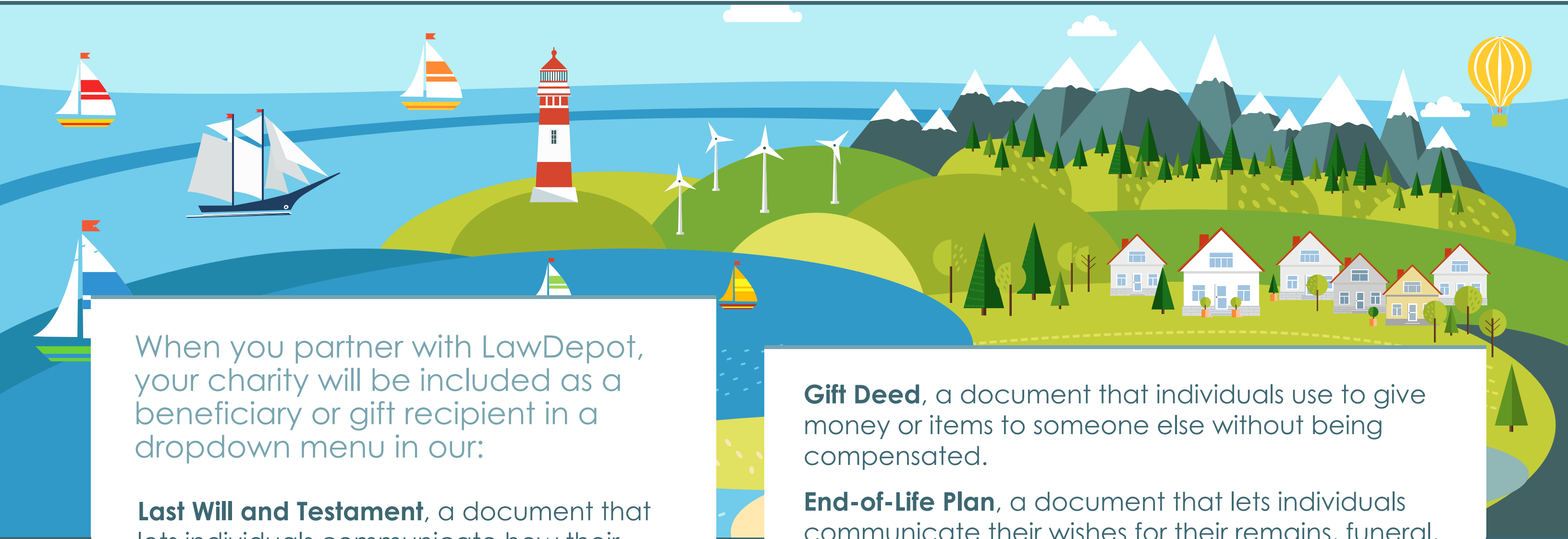
- Offers your charity the opportunity to be featured in four of our estate planning documents: Last Will and Testament, Pour-Over Will, Gift Deed, and End-of-Life Plan
- Showcases your charity to LawDepot's users
- Helps your community easily include your organization in their estate plans



The LawDepot Legacy Giving Program is great for national and international charities!



How can individuals donate using LawDepot's documents?



When you partner with LawDepot, your charity will be included as a beneficiary or gift recipient in a dropdown menu in our:

Last Will and Testament, a document that lets individuals communicate how their assets will be distributed after they pass away.

Pour-Over Will, a special type of Last Will that transfers missing assets to an existing Living Trust after an individual passes away.

Gift Deed, a document that individuals use to give money or items to someone else without being compensated.

End-of-Life Plan, a document that lets individuals communicate their wishes for their remains, funeral, memorial gifts, and more.

When users choose your charity in our easy-to-use questionnaire, your information (such as your legal name and charitable registration number) is automatically added to their document—making donating to you simple and straightforward.



LawDepot will help you to promote your new legacy giving initiative!

To help you build and promote your planned giving initiative, LawDepot can:

- Provide design support for web pages, print pieces, and more
- Write guides, blogs, and informational content
- Offer a co-branded infographic
- Assist with long- and short-term marketing plans
- Customize your initiatives to suit your members

You can also help this partnership succeed!

Some of our current partners have promoted our partnership by:

- Creating a web page for legacy donations and linking to LawDepot
- Sending out media releases
- Featuring blurbs in member newsletters
- Including LawDepot in fundraising events and promotions



Some of our partners include:



If you're interested

in partnering with LawDepot to get more legacy donations, let us know by getting in touch with:

Brittany Foster
Content Marketing Manager

Email:
bfoster@lawdepot.com

General Inquiries:
charity@lawdepot.com

