



January 14, 2010

Dear Fellow Charity Member,

Every May, communities across Canada celebrate **National Leave a Legacy Month**, which is a national program of the Canadian Association of Gift Planners or CAGP. Our local CAGP Roundtable is comprised of volunteers from local charities and financial institutions. This year, we are working together to plan a celebration for the Windsor Essex Region. Our goal is to raise awareness of Planned Giving and Estate Planning.

To promote this important goal, we are partnering with the Windsor Star to produce and distribute a tabloid insert for distribution to over 74,000 households on Wednesday, May 5, 2010. The insert will help to raise awareness of legacy giving and explain why it is so important to our community. The overall goal is to stimulate strategic, planned gifts for local not-for-profit and charitable organizations. Further, it will provide a vehicle for financial, insurance, and estate planning companies to target their prime consumers.

The insert will feature stories on local donors showing how legacy giving helps people in our community. We hope to touch and inspire people. Stories will also include information on tax benefits, estate planning, and different gift vehicles. Overall, we want to illustrate how planned giving benefits both the giver as well as the receiver, and how simple it is to do.

It's easy for your business to be involved with this insert.

- First, you can place an ad in the insert, which will raise the profile of your business by highlighting what you do and the benefits you provide.
- Second, you can submit an inspiring story that shows how a legacy gift has impacted a charity, the clients you work with, or even the greater community. Alternatively, your story can illustrate the impact from the donor's point of view. We also welcome good quality photos. We hope to include as many stories and photos as possible. Please keep in mind; businesses that place an ad will be given first preference.
- Finally, if you're a CAGP member, your business will be listed in the insert. For further details on member benefits, or on how to join CAGP, please contact Janice Forsyth at the address below.

Please complete and return the attached participation agreement form to me by February 12th, 2010 for the early bird rate. The regular rate deadline for stories and ads will be March 12, 2010. Once your participation agreement is submitted we will arrange from a Windsor Star representative to contact you and assist in the design of your advertisement.

Stories and photos may be submitted for consideration according to the following guidelines:

- Your story should be narrative in nature with a 250 to 500-word limit.
- The CAGP Roundtable and Windsor Star reserve the right to edit stories for length or content. Some stories may be used as leads for the Windsor Star to develop further.
- Digital photos can be submitted to accompany your story. Photos will be included, subject to approval by the Roundtable, and available space. Photos should be a jpeg file with a minimum resolution of 200 dpi. Please include a caption.
- Your story should inspire and motivate.
- Your story can give different examples of gift vehicles.
- Your story should share how a gift has impacted your charity, your donor(s), and/or the greater community.
- If your story is selected for the insert, you'll need to provide a signed release form on your organization's letterhead for any individual(s) featured in your story or article. (We can help you with the wording for a release.) We cannot print names of individuals or their stories without a written release.
- Unfortunately, we may not be able to use all of the stories submitted. First preference will be given to CAGP members who have purchased an ad for the insert. Second preference will be given to charities and businesses that purchase an ad for the insert.

Please note the early bird rate for ads is February 12, 2010, however, you have until March 12, 2010 to submit stories and regular rate ads. The participation agreements can be submitted to me by email, fax, or mail. We'll let you know if your story is to be included by early April. In the meantime, if you have any questions or concerns, please feel free to contact me.

By purchasing an ad and submitting a story for this insert, you'll keep your business at the forefront of community awareness, which is even more important during these tough economic times. We hope you'll seriously consider being involved and look forward to your support.

Yours Truly,



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