

---

# The Common Good's To don't list

Common sense ideas  
to help your donors  
do more good

---

# 1.

## Legacy Marketing

*Use this list when you prepare a message for your website, email list, newsletter, annual report, mail series or telephone script.*

---



### **DON'T explain how to make a gift in your will.**

Show your donors why they should consider adding your charity's name next to their grandchild's or the cat's. Inspire them with stories, nostalgia, emotion and a vision of a better future.



### **DON'T make it hard to read.**

Be kind to older eyes with big, legible and trustworthy (Baskerville, for example) fonts, high contrast (think black print on white paper), lots of white-space, plenty of photos and non-glossy stock.



### **DON'T mention another type of Planned Gift.**

Stick with bequests. Research shows donors-next-door are very interested in making these kinds of gift (which make up more than 95% of all planned gifts in Canada). Additional options will be confusing and drastically reduce response.

---

If you need extra help, email [david@cgfundraising.com](mailto:david@cgfundraising.com) or call 1 800 991-3318 x101. Visit [www.cgfundraising.com/to-dont-lists](http://www.cgfundraising.com/to-dont-lists) for more downloadable To Don't Lists.

---