

Sample Planned Giving Web Page Copy

(Explained in the webinar “Your Website & Activity Tracking”)

It’s easy for you to include Women’s World Bank in your will. Your gift helps us unleash the power inherent in women, for decades and generations to come. We’ll use your gift to support women’s initiatives throughout the world.

<add more about your work, if you like>

When you visit your attorney to prepare or revise your will, ask them to use this wording:

I hereby give, devise and bequeath to <legal name>, with offices at <insert>, federal tax ID number <insert>, or its successors in interest, the sum of \$__, (amount written out), exclusive of my lifetime giving, if any, for use in its most urgent priorities as determined by its Board of Trustees.

That paragraph is for a gift of a specific amount of money.

If you prefer to leave a percentage of your estate to WWB, use this:

I hereby give, devise and bequeath to <legal name>, with offices at <insert>, federal tax ID number <insert>, or its successors in interest, __ % of all the rest, residue and remainder of my estate, for use in its most urgent priorities as determined by its Board of Trustees.

Of course, your attorney may change these suggestions to suit your preferences.

If you’d like to designate your gift to a specific program at WWB, it’s best if you talk to us. We want to make sure your gift meets our future needs.

<When your recognition society is up> With your gift, we’ll welcome you to our <recognition society>. You’ll receive <insider info, invitations to special events, special surveys, etc.>. You’ll always have our gratitude.

<If you have a bequest challenge> If you’re one of the next XX people to include us in your will, when you let us know, you’ll trigger an immediate gift of \$YYY to us. That’s thanks to the generosity of <your challenge donor, if you’re allowed to use their name>.

For more information about including <your org> in your will, or other estate plan, please contact Getting your questions answered places you under no obligation to make a gift.

<Optional> This is not legal advice. We recommend you discuss your will, or other estate plan, with your attorney.