



THE SALVATION ARMY – EASTERN TERRITORY

Gabriel Group worked with The Salvation Army Eastern Territory on a test Wills Promotion of a newly developed concept. Twenty thousand individual donor prospects from the boomer generation across two divisions of the Eastern Territory, identified through Gabriel Group's proprietary data analysis as having the likelihood and propensity to make a planned gift, received a "Family Genealogy" themed promotion. Recipients were given the opportunity to complete an enclosed response form to request a free genealogy-focused booklet titled "A Quick Start Guide to Finding Your Roots."

Within 40 days of this promotion's mail date, the Eastern Territory had received 138 requests for more information regarding planned giving opportunities. Additionally, nine new bequests had been identified by planned giving representatives in the two divisions participating in the test promotion.

FAMILY GROUP CHART

FATHER		MOTHER	
Name:	Place:	Name:	Place:
Born:	Place:	Born:	Place:
Married:	Place:	Married:	Place:
Died:	Place:	Died:	Place:
Buried:	Place:	Buried:	Place:
Notes:		Notes:	

1		4	
Name:	Place:	Name:	Place:
Born:	Place:	Born:	Place:
Married:	Place:	Married:	Place:
Died:	Place:	Died:	Place:
Buried:	Place:	Buried:	Place:
Notes:		Notes:	

2		5	
Name:	Place:	Name:	Place:
Born:	Place:	Born:	Place:
Married:	Place:	Married:	Place:
Died:	Place:	Died:	Place:
Buried:	Place:	Buried:	Place:
Notes:		Notes:	

3		6	
Name:	Place:	Name:	Place:
Born:	Place:	Born:	Place:
Married:	Place:	Married:	Place:
Died:	Place:	Died:	Place:
Buried:	Place:	Buried:	Place:
Notes:		Notes:	