



Member Call for Articles for the 2011

LEAVE A LEGACY™ newspaper supplement.

The CAGP-ACPDP™ London Roundtable is pleased to announce that for 2011, we will be again offering a comprehensive LEAVE A LEGACY™ Program that will run throughout the month of May. The 2011 LEAVE A LEGACY™ campaign kicks off with the annual supplement that this year will be distributed with the Wednesday, May 4th edition of the **London Free Press** and the May 5th **The Londoner**. An additional press run will make copies available for the use of CAGP-ACPDP™ members. This year there will be a series of LEAVE A LEGACY™ London Transit ads running for twelve weeks commencing in March of 2011.

We are very pleased to announce that **Marvi Ricker, VP and Managing Director, Philanthropic Services, BMO Harris Private Banking**, will be the guest speaker at the Annual LEAVE A LEGACY luncheon on Friday May 6th at Windermere Manor, London. More information, along with online registration for this event will follow. Please hold the date for this luncheon now.

Your Opportunity:

All CAGP-ACPDP™ members (London) are invited to submit donor stories or charitable giving strategies that will give prospective legacy donors, businesses, professional advisors and the general public a better understanding of the advantages of Gift Planning while at the same time creating increased awareness of your charity or business. **Each story should be accompanied by a suitable photograph or other illustration.**

Submission Deadline:

In order to be considered for the 2011 LEAVE A LEGACY™ campaign your articles must be received no later than 5:00 PM on Friday April 1st, 2011.

Submission Guidelines:

Planning to submit an article? Please let me know by March 1st so that our committee knows what to expect.

- ~ Keep all articles to 500 words or less (rigorously enforced)
- ~ Proof read your article carefully before submitting it.
- ~ Include your name, organization and full contact information (address, phone, fax, email) with your article
- ~ Include photographs etc. in either jpeg or tiff format at a **suitable resolution for publication (300 dpi)**

Please send articles in MS Word or rtf (rich text format) to:

Sue McLean,
LEAVE A LEGACY™ Co-Chair (London and Region)
smclean@smghfoundation.com

The London Free Press will be sending to you or your organization advertising information. Your consideration to purchase ads in this supplement helps make the LEAVE A LEGACY™ inserts possible. Without advertising revenue this insert cannot exist.

Disclaimer: Please ensure and forward your received written permission from your clients and donors when using their names and or photos in articles. The CAGP-ACPD™ London Roundtable cannot guarantee your article will be included in the supplement. A review and selection process will take place and all decisions related to the publication will be made by the LEAVE A LEGACY™ Committee.

Hold the Date:
Leave-a-Legacy Luncheon – May 6th Windermere Manor, London ON
Guest Speaker

Marvi Ricker, VP and Managing Director, Philanthropic Services, BMO Harris Private Banking

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