

*Planned*  
**GIVING**



*Create your* **LEGACY TODAY!**



**GRAMBLING**  
STATE UNIVERSITY  
WHERE EVERYBODY IS SOMEBODY

# Make a lifelong impact

Dear Alumni and Friends:

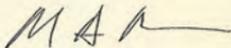
We have designed this brochure to assist you in creating a philanthropic strategy –tailored to meet your individual financial needs – that can provide gift plans that benefit you and the long term viability of Grambling State University. Although a gift of cash is always welcomed, there are many other ways to provide life-long support for the University. The information that follows, introduces the concept of planned giving.

You can support Grambling State University by making a charitable gift, a gift that requires consideration and planning in light of your overall estate plan. Such gifts usually include legal documents and often require the assistance of a qualified professional advisor to complete. Because of the size and potential impact of such gifts, consultation with your professional financial advisors is encouraged. For your convenience, this literature describes a few exciting and generous examples of planned gifts that can be made to Grambling State University.

Planned gifts are usually deferred, meaning they are arranged now and fulfilled later. For example, a person could include a provision in his or her will to make a bequest to a charitable organization. That arrangement would be a “planned” gift. This may be the first time you have heard the terms, “planned giving” or “deferred giving” or “charitable gift planning.” As you explore this brochure and complete research on your own, your familiarity with these terms and concepts will grow quickly. In fact, you just may find yourself wanting to know more and, we hope, make a planned gift to Grambling State University.

Thank you for your interest in supporting the future of Grambling State University.

With Kind Regards,



Marc A. Newman  
Vice President of Institutional Advancement

GRAMBLING  
STATE UNIVERSITY  
1955 • 1956 • 1957 • 1958 • 1959 • 1960



# Investment today!

## Create EXTRAORDINARY Opportunities

### Life Insurance:

Create a new life insurance policy or donate a paid-up policy whose coverage you no longer need. This will increase your ability to make a significant gift to Grambling State University.

### Deferred Gift Annuity:

Establish a deferred gift annuity, take a larger deduction, at a higher income rate than other life-income gifts offer. Donate one of the most valuable assets in your portfolio to make a gift to Grambling State University.

### Real Estate Gifts:

Make a gift of real estate to Grambling State University and avoid capital gains tax. Receive an income tax deduction - and give a gift that doesn't affect your lifestyle.

### Charitable Lead Trust:

Reduce gift and estate taxes and control the timing of passing assets to your children and grandchildren. Create a charitable lead trust to support Grambling State University for a fixed, finite period with the principal going to your heirs. Reduce gift and estate taxes, and freeze the taxable value of growing assets before they pass to your family.

### Partnership Interest:

Avoid capital gains liability on the transfer of a business or partnership interest. Contribute the partnership interest or closely-held stock to GSU and avoid capital gains liability. Receive an income tax deduction, and utilize a gift asset you may have overlooked.

### Cash:

Use cash to maximize your deduction and minimize the gift details. Claim your deduction against a larger portion of your adjusted gross income, and make an immediate, positive impact on Grambling State University.

### Appreciated Stock or Bonds:

Afford a larger gift to GSU and avoid capital gains liability. Give appreciated stock or bonds held more than one year. Buy low and give high - make a gift that costs you less than the benefit it delivers to GSU, while avoiding capital gains tax.

### Bequests:

Make a gift for GSU's future that doesn't affect your cash flow or portfolio now. Add a bequest to your will (cash, specific property, or a share of the estate residue).

*TODAY* - a gift that costs you and your family nothing.  
*TOMORROW* - an estate tax deduction.

### Charitable Gift Annuity:

Retain income benefits from the assets you give to Grambling State University - and thus provide a larger gift. Create a charitable gift annuity or a charitable remainder annuity trust. Receive income for your lifetime; receive a charitable deduction and diversify your holdings. Reduce high tax liability now; gain additional income later.

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*Yes!*

I want to invest in Grambling State University.

Please send me information on a confidential proposal regarding:

- Cash
- Appreciated Stock(s) or Bonds
- Bequests Charitable Gift Annuity
- Life Insurance Deferred Gift Annuity
- Real Estate Gifts
- Charitable Lead Trust
- Partnership Interest

Name

Address

City

State

ZIP

( )

MM/DD/YYYY

Telephone Number

Date of Birth

Email Address

GSU Office of Institutional Advancement  
(318) 274-2217 | [advancementservices@gram.edu](mailto:advancementservices@gram.edu)

**PLEASE RETURN TO:**

Grambling University Foundation  
PO Box 587  
Grambling, LA 71245

INVEST AT [www.gram.edu/giving](http://www.gram.edu/giving)

