

Resource 2005 Readership Survey

Instructions: Please take 10 minutes to complete the following two-page readership survey to tell us what you think of the *Resource* newsletter. Return completed surveys by Wednesday, April 6, to the Office of Gift Planning via the enclosed envelope or by fax to (717) 361-5070.

The mission of *Resource* is to inform and educate readers about the various methods of charitable giving and how they can help themselves while helping others, to communicate to readers on a regular basis the specific charitable needs of the Masonic Charities of the Grand Lodge of Pennsylvania, to provide information on how readers can make a difference by making gifts in areas of pressing need, and to assist readers in achieving their charitable and personal goals by facilitating contact with the Office of Gift Planning officers.

1. In your opinion, how well is the *Resource* newsletter meeting its mission?

- To a great extent To some extent Rarely meets its mission

2. About how long do you spend reading the *Resource* newsletter?

- Less than 15 minutes 15 to 30 minutes 30 minutes to 1 hour
 I do not read the *Resource* newsletter – Why not? _____

3. Please indicate your level of interest in the article subjects listed below. Also, if you believe the *Resource* newsletter should devote more or less attention to any of these topics, please indicate appropriately:

	Very <u>Interested</u>	Somewhat <u>Interested</u>	Not <u>Interested</u>	<u>More</u>	<u>Less</u>
Gift Annuities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pooled Income Fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charitable Trusts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charitable Lead Trusts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wills / Bequests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Estate Planning Issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Life Income Giving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving Your Residence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving Stocks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving Real Estate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving Life Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revocable Trusts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax Updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax Benefits / Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Masonic Charities Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving Opportunities at Masonic Charities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Franklin Legacy Society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Memorial/Honorarium Giving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health-Related Articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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4. Are there additional specific topics not listed on the previous page that you would like to see covered in *Resource*?

5. Please check the word(s) that best describe how you feel about each of the following statements:

1. The articles in the *Resource* newsletter are relevant to me and my charitable interests most of the time.

Strongly Agree Agree Disagree Strongly Disagree

2. The overall format and layout of the *Resource* is inviting to read.

Strongly Agree Agree Disagree Strongly Disagree

3. The size of the type used is easy to read.

Strongly Agree Agree Disagree Strongly Disagree

4. I find the articles in the *Resource* newsletter timely and professional.

Strongly Agree Agree Disagree Strongly Disagree

5. An article in *Resource* prompted me to submit an inquiry to the Office of Gift Planning for additional information.

Strongly Agree Agree Disagree Strongly Disagree

6. An article in *Resource* assisted me in completing a philanthropic contribution to one or more of the Masonic Charities of the Grand Lodge of Pennsylvania.

Strongly Agree Agree Disagree Strongly Disagree

7. An article or story in *Resource* motivated me to have my Last Will and Testament or revocable trust prepared, reviewed or revised.

Strongly Agree Agree Disagree Strongly Disagree

8. I occasionally share my copy of *Resource* with family and friends.

Strongly Agree Agree Disagree Strongly Disagree

9. I have asked my attorney's/financial advisor's opinion about a method of giving discussed in the *Resource* newsletter.

Strongly Agree Agree Disagree Strongly Disagree

Please forward your completed survey by Wednesday, April 6, using the enclosed pre-paid business reply envelope to the Office of Gift Planning, One Masonic Drive, Elizabethtown, Pa. 17022, or by faxing to (717) 361-5070.

Thank You For Your Assistance!