



## Sales Idea

# Get More Out of Life – Legacy

### Leaving a Lasting Gift

Debbie, 55, is a married college professor with no children. She and her husband live in Arizona and, with retirement just over the horizon, Debbie begins to think about creating a lasting impact in her community. She's deeply involved with her local American Cancer Society chapter and wants to leave them a donation, but she wants to maximize the money she leaves.

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### Solution

After speaking with her insurance professional and husband, Debbie learns she can get more out of her gift with **Whole Life Protect+ Insurance**. She has about \$2,800 she earmarks each year for charitable giving. By redirecting her donation for the next 20 years into a whole life policy, she can guarantee a larger future gift.

**\$2,754.<sup>00</sup>/yr.**

\$100,000 Whole Life Protect+

Debbie chooses a **\$100,000 death benefit** and names the charity as her beneficiary – giving them significantly more than she'd otherwise donate. Debbie is pleased to know she can maximize her gift and create a lasting impact.

Illustration based on female, Age 55, Standard Non-Tobacco, 20-Pay

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