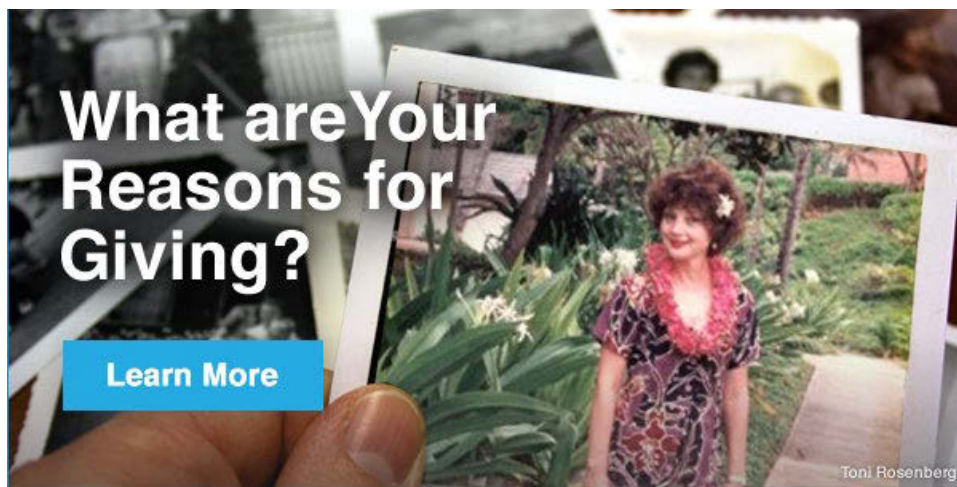


Client	The Scripps Research Institute
Project	Planned Giving Appeal
Component	Email Copy
Drop Date	April 3, 2014
Communications Coordinator	Latoya Clarke

California version

From: Scripps Research Institute
Subject: A win-win for you and research
Header: What are your reasons for giving?



Dear [Name],

People make planned gifts to The Scripps Research Institute (TSRI) for many different reasons. For Steve Rosenberg, it was a way to honor his wife, Toni, who passed away from pain medicine complications in 2009. Steve left a bequest in his will to support the research of TSRI professor Ben Cravatt who is developing natural pain medications that avoid the dangerous side effects of most commercial opioid drugs.

[With a little bit of planning, you too can make a meaningful gift that helps advance medical research.](#)

From naming TSRI in your will to putting your retirement plan into action, you'll benefit—and *so will science.*



Talk to your financial advisor and use our planning tool to figure out what kind of gift is right for you—whether it provides an immediate tax credit or leaves a lasting legacy. [Get started now.](#)

Get Started Now

And the best part is, once you decide on a gift, it's out of sight and out of mind. [So make a planned gift today.](#)

The sooner you begin, the sooner you'll see benefits for your family and the research you support.

Thank you,
Geoff Graham
Director, Planned Giving and Estates

PS. For more information on TSRI's planned giving options, contact me at (858) 784-9365 or gcgraham@scripps.edu. If you're ready to make a planned gift, [you can get started here.](#)

Florida version

From: Scripps Research Institute
Subject: A win-win for you and research
Header: What are your reasons for giving?



Dear [Name],

People make planned gifts to The Scripps Research Institute (TSRI) for many different reasons.

For Dr. Bill Roush, it's because he has a personal connection to the research. As a Professor of Chemistry at Scripps Florida, he knows it's home to the best science but lacks the large endowments of other institutes—so he and his wife, Rosalie, decided to write TSRI into their will.

[With a little bit of planning, you too can make a meaningful gift that helps advance medical research.](#)

From naming TSRI in your will to putting your retirement plan into action, you'll benefit—and *so will science*.



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Get Started Now

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The sooner you begin, the sooner you'll see benefits for your family and the research you support.

Irv Geffen
Director of Major Gifts and Planned Giving
Scripps Florida

PS. For more information on TSRI's planned giving options, contact me at (561) 228-2017 or igeffen@scripps.edu. If you're ready to make a planned gift, [you can get started here.](#)