These assets may have significant value, which can be severely diminished for heirs by estate and/or income tax. If you name Columbia as the primary or co-beneficiary of an asset, your estate will receive a charitable estate tax deduction.

**Make Your Gift**
Name Columbia Business School as a beneficiary for all or part of your life insurance policy, retirement fund, annuity, bank account, CD, or other asset and provide the corresponding documentation to the School.

**Benefits to You and Columbia**
You will become a member of the 1754 Society, an honorary society for those who have made planned gifts to Columbia. After your death or the death of the primary beneficiary, the funds will be transferred to Columbia and applied to the purpose you designate.

Interested in learning more about making a planned gift? Contact Barbara Clapp, Senior Executive Director, Individual Giving and Major Gifts, at 212-851-4301 or plannedgiving@gsb.columbia.edu.
Columbia University welcomes alumni and friends into its 1754 Society, an honorary society for those who have made planned gifts to Columbia. On behalf of all past, present, and future Columbians, thank you for your enduring commitment. Please tell us more about your planned gift below.

☐ I have provided support for Columbia Business School in my will or via other planned gift.

______________________________
NAME

______________________________
SCHOOL / CLASS

______________________________
DATE OF BIRTH

______________________________
ADDRESS

______________________________
CITY / STATE / ZIP

______________________________
PHONE

______________________________
EMAIL

PLEASE CHECK ONE:
☐ Columbia may include my name in 1754 Society member listings.

Please list my name as:

______________________________

☐ I prefer to remain anonymous.

OPTIONAL INFORMATION:
Please tell us more about your gift to Columbia.

I have named Columbia Business School a beneficiary in my:
☐ Will or living trust
☐ Charitable trust
☐ IRA or other retirement plan
☐ Life insurance policy
☐ Other (please specify):

______________________________
My gift is:
☐ Unrestricted
☐ Designated for __________________

______________________________
Estimated current value: ____________

______________________________
SIGNATURE

______________________________
DATE

This information will be kept confidential and is not binding on you or your estate.

PLEASE RETURN COMPLETED FORMS TO:
Columbia Business School
Office of External Relations and Development
33 West 60th Street, 7th Floor, New York, NY 10023