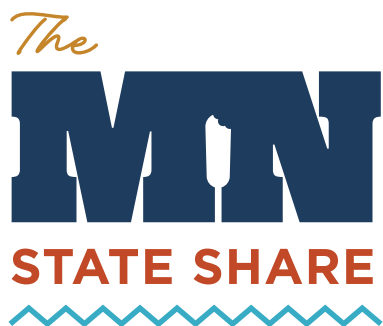




LIVE-READ PUBLIC SERVICE ANNOUNCEMENTS



mnstateshare.org



GENERAL PSAs

Topic: MN State Share

30-Seconds: You're invited to the Minnesota State Share! Baby boomers are expected to transfer more than \$61 billion in accumulated assets in the next 10 years.

You and your family can do a whole lotta good by contributing just 5% to your hometowns, family communities, and the places that shaped you—through gifts to local nonprofits and community foundations.

Giving back even a small portion locally can ensure that the gifts you make in Minnesota, stay in Minnesota – doing a whole lotta good. Visit [M N state share dot org](https://mnstateshare.org) to learn more.

15-Seconds: In the next 10 years, Baby Boomers will transfer \$61 billion in accumulated assets. You and your family can do a whole lotta good by contributing just 5% to your hometowns, family communities, and the places that shaped you. Visit [M N state share dot org](https://mnstateshare.org) to learn more.

Topic: Gifts of Non-Cash Assets

30-Seconds: Think wealth transfer is just for the ultra-rich? Think again.

If your family has some hard-to-handle non-cash assets, you're part of Minnesota's \$61 billion generational shift happening right now. The Minnesota State Share isn't about being wealthy – it's about being intentional. When you include local nonprofits or community foundations in your family's planning, even 5% can do a whole lotta good in your community.

From hotdish potlucks to leaving a lasting legacy – that's how we do things up here. Visit [M N state share dot org](https://mnstateshare.org) to see how.

15-Seconds: Did you know you can turn an old tractor into textbooks? Minnesota community foundations are some of the local nonprofits that can transform your family's non-cash assets into lasting benefits for your community. Visit [M N state share dot org](https://mnstateshare.org) to learn how.

FILL-IN-THE-BLANK PSAs

Topic: MN State Share

30-Seconds: You're invited to the Minnesota State Share! Baby boomers are expected to transfer more than \$61 billion in accumulated assets in the next 10 years. You and your family can do a whole lotta good by contributing just 5% to your hometowns, family communities, and the places that shaped you—through gifts to local nonprofits and community foundations, [ORG NAME].

Giving back even a small portion right here can ensure that the gifts you make in [LOCATION], stay in [LOCATION] – doing a whole lotta good. Visit [URL] to learn more.

15-Seconds: In the next 10 years, Baby Boomers will transfer \$61 billion in accumulated assets. You and your family can do a whole lotta good by contributing just 5% to your hometowns, family communities, and the places that shaped you, like [LOCATION]. Visit [URL] to learn more.

Topic: Gifts of Non-Cash Assets

30-Seconds: Think wealth transfer is just for the ultra-rich? Think again. If your family has some hard-to-handle non-cash assets, you're part of Minnesota's \$61 billion generational shift happening right now. The Minnesota State Share isn't about being wealthy – it's about being intentional. When you include local nonprofits like [ORG NAME] in your family's planning, even 5% can make a real difference right here in [LOCATION], right now.

From hotdish potlucks to leaving a lasting legacy – that's how we do things up here. Visit [URL] to see how just 5% can do a whole lotta good.

15-Seconds: Did you know you can turn an old tractor into textbooks? With the help of community foundations like [ORG NAME] local nonprofits can transform your family's hard-to-handle non-cash assets into lasting benefits for [LOCATION]. Visit [URL] to learn how.

LIVE-READ ADAPTATIONS

For live reads, consider these conversational transitions:

- “You know what I love about Minnesota? We show up for each other...”
- “Here’s something that might surprise you...”
- “I was talking to my neighbor the other day about...”
- “If you’re like most Minnesotans...”

Tone guidance:

- Conversational, talking to a neighbor
- Warm but not overly sentimental
- Inclusive (“you’re part of this too”)
- Practical and reassuring

mnstateshare.org

