

Matthew Gibb

From: Parker Kowalski <parker@seemylegacy.com>
Sent: Thursday, August 13, 2026 11:58 AM
To: Matthew Gibb
Subject: SeeMyLegacy Meeting Recap

Hi Matthew,

Great to finally put a face to the name this morning. I know your agenda closes tomorrow and you're short-staffed, so here is a quick recap of SeeMyLegacy and our discussion.

\$1,999 Renewal Cost for SeeMyLegacy. I've extended your access through August 21 so the board has room to act on Tuesday without a gap.

For the board's context on not renewing: if the subscription lapses, nothing is deleted - you'd keep six months of access to pull your data. But reactivating later means starting at the standard \$2,499, since the \$500 credit is tied to this renewal.

WHAT'S DIFFERENT IN YEAR TWO

You said it yourself: it didn't fail, it just wasn't fully used. This is a very fixable problem. Here's what I'd own alongside you starting week one:

1. **The Lumberyard at Paint Creek.** This is the one I want most. Physical naming rights, benches, pavers, brick, larger gift tiers, are consistently the highest-performing campaigns we run, and this is exactly the structure that got you excited about SeeMyLegacy. It can layer directly into the new web presence you're building for the public market.
2. **A printed fall and holiday opportunity guide.** You've been asked fifteen times in two weeks for something you can hand someone at a chamber reception. You fill out one worksheet, event names, dates, what participation you want for each, and our team builds the campaigns AND produces the branded multi-page PDF. Same thing we did for your sponsorship brochure last year. Enrollment for the [holiday event set-up program](#) is open now.
3. **LO Live Summer Gazebo Series.** Right now \$16K in artist talent runs on your personal relationships with sponsors. We can change this by opening up the opportunity to more businesses through simple promotion on website, social media, and with partner orgs like the Chamber of Commerce / Village

ON YOUR TIME

You asked how internally controlled this can be. Fully, if you want it. You can build from scratch, start from a template, or send us a campaign info and we return a finished campaign in two to three business days, always in private mode, so nothing publishes until you've reviewed it. Most directors in your seat use a mix of both approaches.

WHAT I'D ASK OF THE BOARD

Not "approve a renewal." Approve a plan: the Lumberyard fundraising, sponsorship, and memorial campaigns and a printed fall/holiday guide in hand by early September.

I'll be around Wednesday morning whenever you want to call. And if it's useful before then, I'm happy to jump on with you or your Executive Committee Monday to answer anything directly.

Thanks,
Parker

Parker Kowalski

Customer Success

SeeMyLegacy



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