



How to Get a Planned Gifts Program Up and Running (2nd Revised edition)

By Scott C. Stevenson

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, How to Get a Planned Gifts Program Up and Running (2nd Revised edition), Scott C. Stevenson, Originally published by Stevenson, Inc., this is a step-by-step guide for launching effective planned gifts programs. Readers will learn how to plan and set goals, identify prospects, build mailing lists, involve volunteers, publicize planned gifts, build awareness, recognize donors, and more. Important topics covered include: Estate gift modeling Advisory councils Testimonials Deferred payments Promoting bequests Planned gift expectancies Cultivating agents of wealth Building prospect lists Accepting life insurance Planned gift ambassadors Challenge gifts Intention forms Endowment donors Planned gifts newsletters Planned giving marketing plans Estate donors Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues.



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