



Getting Started in Charitable Gift Planning: Your Guide to Planned Giving (Paperback)

By Brian M Sagrestano

Charitychannel LLC, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.As fundraisers, we can attend classes, seminars, or conferences and gain knowledge in a new area of fundraising. But implementing strategic ideas and turning them into useful programs can be daunting. Getting Started in Charitable Gift Planning: Your Guide to Planned Giving covers the steps needed to move an organization from one that has focused on annual and major giving to one that can include gift planning and have it serve as an integrated component of its development program. Tip: Be sure to pick up the companion Getting Started in Charitable Gift Planning: The Resource Book which includes basic tools and templates to create the infrastructure necessary to start a gift planning program. Veteran gift planning experts Brian M. Sagrestano and Robert E. Wahlers provide fundraisers and nonprofits with the basics of how to identify gift planning prospects and opportunities, have the gift planning conversation, and steward gift planning donors. They also define the different gift planning tools and how to apply them to particular prospect situations. Whether meeting with donors or their professional advisors, fundraisers need the ability to speak the same language...



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