

Why You Need to Pursue Planned Gifts

We always hear “We need the cash now!” But wasn’t everyone saying the same thing 10 years ago? Besides, some planned gifts are not deferred...

Considering that only 5% of this nation’s wealth is in hard-to-get cash and 95% is in easy-to-get assets, *the time for Planned Giving is now.*

Ten reasons you need to pursue planned gifts:

1. If you’re not asking your prospects for planned gifts, *someone else is.*
2. Eventually that “someone else” will *steal your cash gifts, too.*
3. Cash-starved times *are best times* for planned giving.
4. Those who even dabble in planned giving eventually earn *50% to 100% more* than those who don’t.
5. A typical planned gift is *200 to 300 times the size* of a donor’s largest annual gift.
6. Planned gifts *do not affect prospects’ cash flow.* They’re easy to give (and to receive).
7. Prospects are *eager to make a planned gift*, but simply don’t know how.
8. Prospects making gifts through their wills typically *increase their annual support.* Why? Because they’ve made you part of their family.
9. *Anyone* can make a planned gift.
10. It’s *easy* and it *works.*



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Why You Need Planned Giving in a Box

Planned Giving in a Box gives your nonprofit the edge it requires to build endowment in challenging times. All it takes is as little as one hour a week for 52 weeks. *Can you handle it?*

Ten reasons you need **Planned Giving in a Box**:

1. A successful planned giving program – *quickly, easily, affordably.*
2. The step-by-step setup process is so easy, *a CEO could do it.*
3. Templates, samples, and model documents are provided *for every step.*
4. Ready-to-go gift acceptance policies *reduce risk and minimize liability.*
5. Planned Giving in a Box is the *easiest way* to strengthen your planned giving program, or start a new one from scratch.
6. By focusing on *gifts anyone can make*, the product positions your organization to pursue 85% of all planned gifts.
7. Proven industry *best practices* mean you don't have to re-invent the wheel.
8. Unmatched ROI *ensures staff and board support* of your new planned giving program.
9. Planned Giving in a Box results *impress your boss* and keep her happy.
10. It's *easy* and it *works.*



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