

# Four Good Reasons For, And Four Good Questions To Ask *About Planned Giving*

Four good reasons for promoting planned gifts to your organization:

Throughout the country, charitable organizations just like yours are promoting Planned Gifts. *Why?*

1. First and foremost, people believe in the work you are doing.
2. Planned gifts are often the largest single gift individuals make to non-profits.
3. Donors old enough to give serious consideration to estate planning usually have more discretionary assets to give away than younger donors.
4. The largest intergenerational transfer of wealth, estimated to be in excess of thirty billion dollars poses issues that can be resolved through partnering with charitable organizations.

Ask yourself these questions:

1. Are you competing with other non-profits for your share of Planned Gifts?
2. Are you ready to begin a Planned Giving Program?
3. Are you ready to expand an already existing Planned Giving Program?
4. Are you using the best marketing methods and resources available to you?

Ask and you shall receive! If you don't, you won't!

For more information, read about our services or contact us at:



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