



What's your legacy? Implementing a gift planning program

Want to launch a legacy giving program for your organization but don't know where to begin? Is it the right time for this venture? In this session, you'll learn the foundations needed to begin and grow a successful (planned giving) program for your organization.

Learning Outcomes:

- Identify basic information on gift planning: what it is and why it is critical to long-term sustainability of a nonprofit.
- Learn the foundations needed for a successful program.
- Identify processes for prospect development, gift documentation, and communication/stewardship plans.
- Learn how to handle objections from donors.