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HOW TO GET A PLANNED GIFTS PROGRAM UP AND RUNNING (2ND REVISED EDITION)



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...

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- Authored by Scott C. Stevenson
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