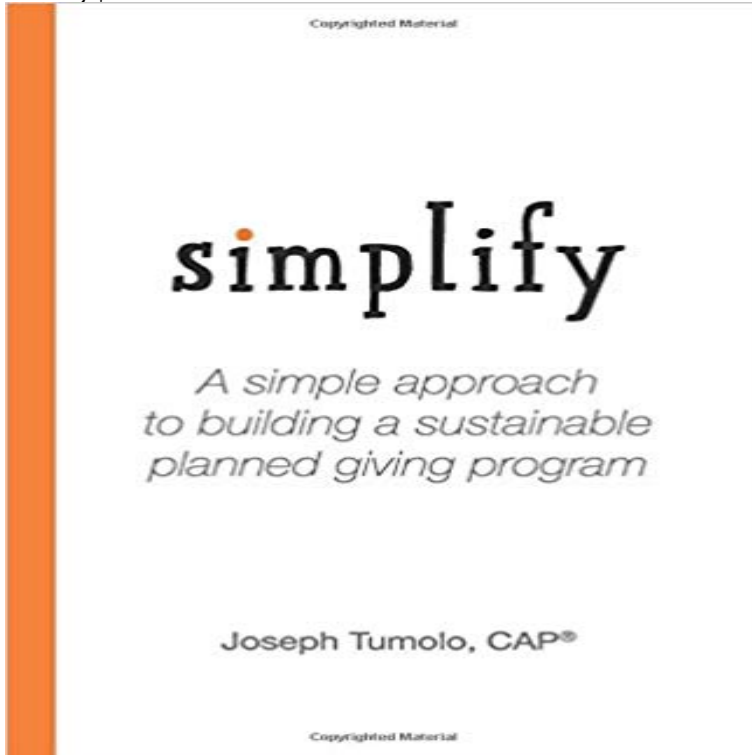


# Simplify: A Simple Approach to Building a Sustainable Planned Giving Program



According to a study done by Decima Research, roughly 34 percent of those surveyed said they would consider including their favorite charity in their estate plans. So for every ten donors, three to four said they would be open to a conversation. Sadly, only 17 percent of those donors said that their favorite charity ever asked. Much of what holds people back from pursuing planned giving is that they see it as something complicated, taking a lot of time and way too much effort. Simplify provides a simple approach to planned giving, allowing you to get in the game and get results in a short amount of time. Through a blend of stories and real examples, the author touches on all the aspects of starting and sustaining a successful planned giving program. Joes conversational tone makes this an enjoyable read and is an essential tool for nonprofit leaders, board members and fundraisers.

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