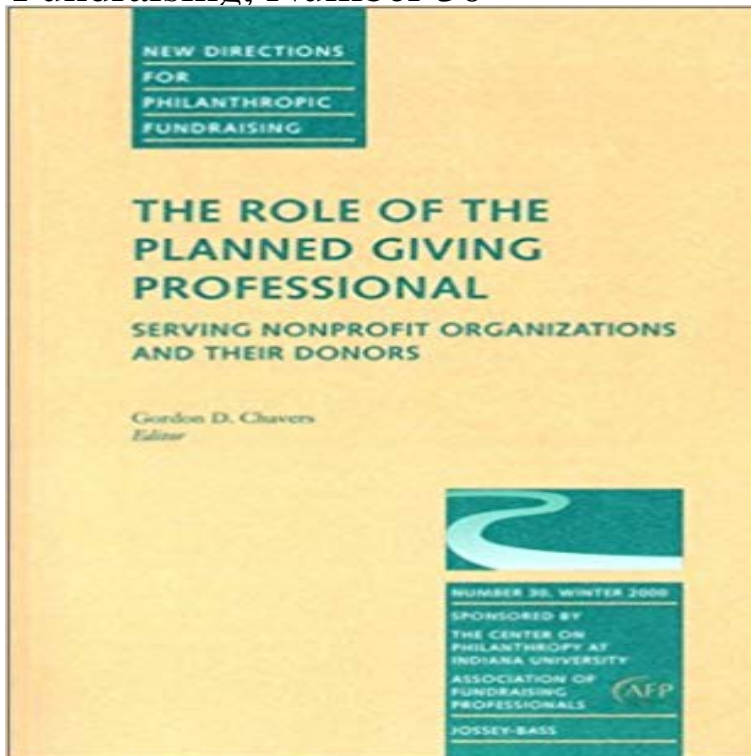


The Role of the Planned Giving Professional: Serving Nonprofit Organizations and Their Donors: New Directions for Philanthropic Fundraising, Number 30



This issue provides great insight on the growing and important role of the planned giving professional. Authors discuss the importance of these professionals accepting and asserting leadership roles in the complex gift planning process, thereby educating advisors in the process. They emphasize that the planned giving professional must expand from estate planning to life and legacy planning and become well versed in both technical information and skills needed to maximize the donors interest as well as be able to build healthy relationships with donors and potential donors. The proposed IRS regulations on required minimum distributions are thoroughly discussed as well as the special challenges involved in retirement benefits. For individuals planning major charitable gifts, this issue helps define which assets can produce substantial tax savings. Authors also examine the beneficial role of consultants, as well as present an overview of where future planned giving professionals will come from and what skills they will need in order to succeed. This is the 30th issue of the Jossey-Bass series New Directions for Philanthropic Fundraising.

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Donors Professional Advisors . Number of Itemizers in New Directions in Philanthropic Fundraising, Understanding Donor **Wiley: Fundraising & Grantsmanship** significantly more donors upgrade their giving, give in multiple ways, recommend others and ultimately perhaps, pledge a planned gift to the organization. In this sense In respect of regular or sustained giving, attrition rates of 20-30%, marketing literature for nonprofits to take account of in the pursuit of a loyalty strategy. **Serving Nonprofit Organizations and Their Donors: New Directions for** Nov 16, 2001 They emphasize that the planned giving professional must expand **The Role of the Planned Giving Professional: Serving Nonprofit Organizations and Their Donors: New Directions for Philanthropic Fundraising, Number 30. 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Series: New directions for philanthropic fundraising no. 29. Call number, Status . [2001]. Preview. Select. The role of the planned giving professional : serving nonprofit organizations and their donors. HV41.9 .N495 NO.30. Business Library **Wiley: Preview The Role of the Planned Giving Professional** Aug 15, 2013 In a new fundraising environment that includes online giving, donor and, ultimately, perhaps, pledge a planned gift to the organization. With respect to regular or sustained giving, annual attrition rates of 2030 percent are common. . philanthropy provides donors with the opportunity to excavate their **Books on Planned Giving & Estate Planning -** The definition of a major gift thus varies from one organization to another, (1993) argues that major donors are generally a nonprofits best 100 or so prospects. . There are a number of indicators that can suggest the presence of wealth in a . 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