

Why You Need to Pursue Planned Gifts (And Why to Start Today)

by Viken Mikaelian

Sick and tired of hearing this? That's a danger sign. Because resistance to common sense puts you and your nonprofit on the fast track to extinction.

"But we need the cash now!" Sound familiar? Many fundraisers were saying the same thing 10 years ago. And even then it didn't apply...because many planned gifts are not deferred.

Because only 5% of this nation's wealth is in hard-to-get cash, and 95% is in easy-to-get assets, *the time for planned giving is now.*

Ten more reasons you need to pursue planned gifts:

1. If you're not asking your prospects for planned gifts, *someone else is.*
2. Eventually that "someone else" will *steal your cash gifts, too.* Why? Because planned gifts are gifts from the heart.
3. Cash-starved times *are best times* for planned giving.
4. Those who even dabble in planned giving eventually earn *50% to 100% more* than those who don't.
5. A typical planned gift is *200 to 300 times the size* of a donor's largest annual gift.
6. Planned gifts *do not affect prospects' cash flow.* They're easy to give (and to receive).
7. Prospects are *eager to make a planned gift*, but simply don't know how.
8. Prospects making gifts through their wills typically *increase their annual support.* Why? Because they've made you part of their family.
9. *Anyone* can make a planned gift.
10. It's *easy* and it *works.*



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