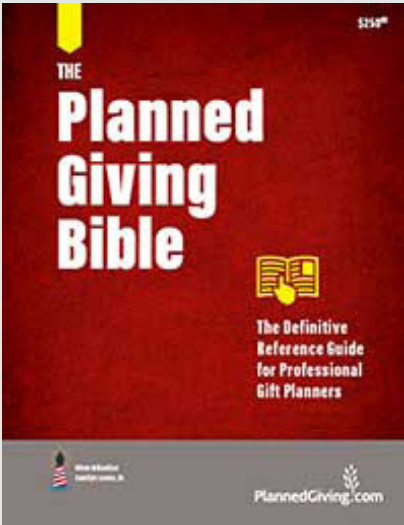


The Definitive Reference Guide for the Professional Fundraiser

The Planned Giving Bible



The Planned Giving Bible is the ultimate planned giving desktop reference guide for the professional gift-planner.

It covers all of the relevant information you'll ever need.

From simple gifts like bequests to more

complicated gifts that pay income or protect assets, it covers them all, in detail.

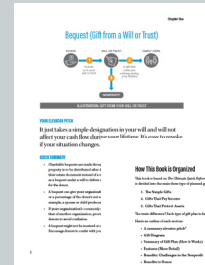
You'll learn the ins and outs of charitable gift annuities, charitable remainder trusts, pooled income funds, donor advised funds, and more.

But best of all, each gift plan is described in simple, plain English. No industry speak. No convoluted language that only an estate attorney can understand.

It is not designed to make you a tax attorney. But it surely covers just enough to almost be in that league!

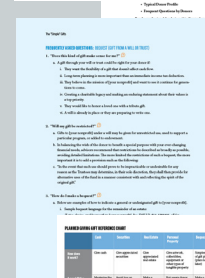
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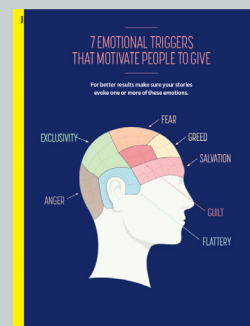
20 gift plans described in detail

Always updated and current



FAQs for each gift plan

Several resources (donor profile form; gift comparison chart, and more)



Includes 15 perforated infographics to trigger innovative thinking

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