

TOP 10

Reasons to Market Planned Gifts

1

**Your Competition is
Doing it**

2

**Planned Gifts Are
Gifts of Love**

3

**Planned Gifts Are Good
in Any Economy**

4

**Planned Giving is Good
for Your Career**

5

**Planned Gifts Are Much
Bigger Gifts**

6

**Planned Gifts Are Easy
on the Donor**

7

**Donors Need to and
Want to Learn**

8

**Annual Gifts Go Up
After a Planned Gift**

9

**Anyone Can Make a
Planned Gift**

10

**Most Planned Gifts are
Easy To Give & Receive**

TOP 10

Reasons to Market Planned Gifts

1

Your Competitors

If you're not asking your prospects for planned gifts, someone else is.

2

Gifts of Love

That "someone else" will get your cash gifts, too, because planned gifts are gifts from the heart.

3

Cash Poor

Cash-starved times are best times for planned giving.

4

Better Career

Those who even dabble in planned giving eventually earn 50% to 100% more than those who don't.

5

Easy on Cash Flow

A typical planned gift is 200 to 300 times the size of a donor's largest annual gift.

6

Planned gifts do not affect

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