

What are the Gender Differences that Drive Bequest Behaviour?

Toronto, ON., August 13, 2009 — Legacy Leaders and the Association of Fundraising Professionals (AFP) have partnered together to conduct studies on the issues related to planned giving via its Legacy Leaders Planned Giving Research Grants Program. The Program has funded three research studies and the first two papers on *adding and removing charitable bequest from estate plans* and *how individuals identify with organizations they want to support* have been well received within the planned giving community. The third research paper study on *gender differences that drive bequest behavior* was recently completed and all three papers were presented at the International AFP Conference in New Orleans this past Spring.

The gender study explores the scholarly and practitioner understanding of the role gender plays in making planned gifts. It can help nonprofit development officers more effectively identify who else to engage as potential new bequest donors. Fundraisers will be able to segment bequest strategies to cater to the differing motivations of the different gender groups.

You can read all three research studies by visiting www.legacyleaders.ca/research.html or contact Greg Chialtas at 877-674-3453 for hard copies of all three research studies.

For more information on how Legacy Leaders can benefit your organization's planned giving program, visit the Legacy Leaders website at www.legacyleaders.com or to schedule a no obligation planned giving presentation and find out how your planned giving program can secure a constant revenue stream for your organization, please contact 416-368-1071 or gchialtas@legacyleaders.com.

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