

Boston College Partners with Legacy Leaders to Achieve Planned Giving Goals

LAS VEGAS (August 8, 2011) — Boston College and Legacy Leaders are pleased to announce their collaboration to secure bequests and other legacy gifts as part of Boston College's *Light the World* campaign.

The project is a four-year commitment by the two organizations in which Legacy Leaders will solicit, confirm, and steward donors who wish to remember Boston College in their respective wills. The program commenced with a phone campaign at the end of July and is expected to garner a flow of more than \$100 million in future bequest revenue for Boston College. Moreover, the program will yield vital donor information to the college's legacy giving team by identifying clear bequest intentions and providing the opportunity to effectively shape each individual gift.

Thomas P. Lockerby, Vice President of Development at Boston College, commented on the partnership with Legacy Leaders:

"In an effort to secure its long-term financial future, Boston College aims to increase significantly the number of legacy gifts made to the University as part of Light the World: The 150th Anniversary Campaign for Boston College. After a thorough assessment and analysis of the planned giving landscape, BC decided to enhance its fundraising efforts by partnering with Legacy Leaders, which we feel best meets the rigorous standards that we have set for this and all similar efforts at Boston College."

"We are very optimistic that applying the proven Legacy Leaders Planned Giving Program will help us achieve our goals. We look forward to our relationship with Legacy Leaders and expect a significant outcome with this sophisticated program."

Chris Heldman, Chief Business Development Officer at Legacy Leaders, stated:

"We feel deeply gratified that Boston College would entrust us with the responsibility of initiating and developing relationships on the topic of bequest planning with their unique group of alumni. We recognize the special nature of the relationship between Boston College and its graduates and, from our focus groups, we can already see that there is the potential for an exceptional partnership."

Legacy Leaders specializes in proactive planned giving programs that generate millions of dollars in expected bequest revenue for their clients.

For more information on how Legacy Leaders can benefit your organization's planned giving expectancies, visit the Legacy Leaders website at www.legacyleaders.com or to schedule a no-obligation presentation email info@legacyleaders.com.

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