

## **Legacy Leaders Announces a Value Priced Bequest Marketing Program for all Non-Profits**

**LAS VEGAS, Nevada (December 19, 2011)** — Over 16 years Legacy Leaders has created state-of-the-art, sophisticated bequest solicitation programs for many large institutions in North America such as Phoenix Children’s Hospital, Boston College, SickKids Foundation Toronto and the University of Florida Foundation. However in response to market demand, Legacy Leaders has now developed a simplified program to fit the needs of a greater range of organizations.

Ken Ramsay, President & CEO of Legacy Leaders commented on the new Bequest Lite Program:

*“We have successfully run many bequest campaigns for organizations that have been in the position to engage in large segmented, multi-year programs. However, we have realized that our result-proven methodology will translate effectively to all non-profit organizations. Therefore, we have developed the Legacy Leaders Lite Bequest Program that focuses on uncovering bequest commitments in only two simple phases.*

*Bequest fundraising has become increasingly significant and I am happy to announce that Legacy Leaders continues to be the authority in planned giving fundraising with the new Lite Bequest Program. Our integrated mail/phone approach combines the best of the planned giving tradition with highly targeted direct response marketing in order to solicit a planned gift from all supporters and affiliates of your organization.”*

With the intergenerational transfer of wealth now taking place, many non-profits are realizing that a proactive planned giving program is as essential to an organization’s fundraising strategy as the annual fund and capital campaign. However, many non-profits have not had the resources to properly cultivate these types of gifts. A Legacy Leaders Lite Bequest Program is a cost effective way to get the most from your planned giving program.

For more information on how Legacy Leaders can benefit your organization’s planned giving expectancies, visit the Legacy Leaders website at [www.legacyleaders.com](http://www.legacyleaders.com) or to schedule a no obligation presentation about the Legacy Leaders Bequest Lite Program, contact Greg Chialtas at [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com).

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