

## **Greenpeace Canada Grows their Planned Giving Program with a Remarkable 35% Conversion Rate with Legacy Leaders**

**Toronto ON., February 24, 2009** — Greenpeace Canada took an important step to ensure the benefit of a stronger Planned Giving Program by conducting a Pilot Program with Legacy Leaders. The 500 Lead Program converted at an amazing 35.1% and it is expected to generate \$millions in planned giving revenue for Greenpeace Canada.

Jackie Gallagher, Supporter Coordinator for Greenpeace had this to say about the success of the campaign:

*“I was very pleased with the campaign from start to finish. Our donors are a vital part of Greenpeace and the Legacy Leaders team were exceptional while speaking with them. We know the importance of planned giving and a stable revenue stream is a must especially in these uncertain times. Legacy Leaders uncovered a lot of useful information about the commitment levels of our donors. We feel confident that we now have the right plan in place to reap the benefits from this Legacy Campaign.”*

The strength and effectiveness of a Legacy Leaders program can be credited to the professional and detailed work that goes into the preparation of each program before calling even begins. Ken Ramsay refers to the Callers as Planned Giving Consultants. “They are that knowledgeable about Planned Giving and are very donor-centered; they know exactly how to cultivate and communicate with each specific donor.”

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 to learn more about Legacy Leaders' customizable planned giving programs, email [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com).

Greg Chialtas  
Marketing and Sales Associate  
Legacy Leaders Inc.  
425 University Avenue, Suite 700  
Toronto, ON M5G-1T6  
Tel:(416) 368-1071 ext. 325  
Email: [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com)