

## **The Hospitals of Regina Foundation Secures 107 Planned Giving Prospects with Legacy Leaders**

**Toronto ON., September 17, 2009** — The Hospitals of Regina Foundation completed their second Planned Giving Campaign with Legacy Leaders. Their first in 2001 was a massive 5,000 lead campaign that was used to catapult their program as well as develop planned giving policies and procedures. The latest campaign was a cost effective way to go back to positive commitments from the 2001 program and to target new planned giving segments. Overall, the 550-lead program did exceptionally well; with a conversion rate of 24.2% and 107 planned giving prospects.

Based on their efforts over that last eight years, the Hospitals of Regina Foundation can feel secure that they have solid pillars in place to secure their long term financial goals.

Edie Holzapfel, CFRE, Director of Fundraising for the Hospitals of Regina Foundation commented on the success of the program:

*“This is the second time the Hospitals of Regina Foundation has benefitted from a bequest campaign with Legacy Leaders. Their donor centred program is an ideal fit for our Foundation.*

*Legacy Leaders managed the campaign and assisted in developing a compelling case for support. They made sure that all our needs and requirements were met. The Legacy Leaders development team is very knowledgeable about all aspects of donor cultivation and data management.*

*This latest program secured 107 new planned giving prospects. We are tremendously pleased with the results from this innovative approach to planned giving and I highly recommend Legacy Leaders to help realize your organization’s planned giving goals.”*

Legacy Leaders will provide free of charge an accurate planned giving simulation for charities interested in their planned giving potential. Determine your planned giving possibilities and ROI through a cost effective Legacy Leaders mail/phone 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 to learn more about Legacy Leaders’ customizable planned giving programs, email [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com).

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