

“Knowledge” Expands Planned Giving Program with Legacy Leaders

TORONTO, Ontario (November 4, 2009) — “Knowledge”, British Columbia’s public educational network completed its first planned giving program with Legacy Leaders. The pilot program converted extremely high at 31.5% and was very well received by Knowledge’s loyal donors. Overall, 375 donors were engaged in a discussion on planned giving. From those 375, 118 donors expressed positive intent or interest to consider a bequest commitment, charitable gift annuity or gift of life insurance, totaling up to \$1,770,000 in expected planned giving revenue. The campaign also received four current gifts.

Claudia Steeves, Director of Development for Knowledge had this to say on the success of the program:

“A Legacy Leaders program is something our development team had considered for a long time. We decided this was the year to take our planned giving program to the next level. Legacy Leaders did just that for us. The team was very professional, well organized and a pleasure to deal with during every step of the program.”

The callers were great with our donors and handled each conversation with care, always keeping our donors and cause in mind. We are looking forward to possibly doing another larger Legacy campaign in the future. I fully recommend a Legacy Leaders planned giving program to anyone who wants to grow their planned giving program and is serious about the financial future of their organization.”

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 to learn more about Legacy Leaders’ customizable planned giving programs, email gchialtas@legacyleaders.com.

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.

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