

## Legacy Leaders Studies Donor Planned Giving Migration with New Coding System

**TORONTO, Ontario (March 23, 2011)** — Legacy Leaders Inc. evolved dramatically in recent years with the Company's self-developed Pinpoints™ Coding System. The goal of the coding software was to accurately capture the changing planned giving commitment levels of donors. According to Ken Ramsay, *"the Pinpoints System revolutionized the way we looked at coding data; it changed our business for the better."*

In 2008, Legacy Leaders was commissioned to conduct an 8,500 lead planned giving program for a large North American University with a three year stewardship component. The program was a massive success and after the second year of stewardship, Mr. Ramsay was intrigued with the program results and findings. *"I was fascinated by the way donors migrated upwards and downwards on the bequest commitment ladder. As a fundraiser this provided me valuable information that I could provide to my clients on the donor bequest decision process and the influence of the stewardship process."*

The Company took another step forward this year with the Pinpoints™ G-Coding System, another evolution of the Pinpoints™ System, which allows Legacy Leaders to precisely monitor planned giving patterns of donors that are part of a complete four year Planed Giving Program. Ken Ramsay comments, *"we are able to track and report back to our clients the complete planned giving decision spectrum of their donors. Our clients find it very useful for cultivating donors for other types of gifts and for building cases of support for larger programs. No one else in this industry is providing this kind of sophisticated knowledge back to their clients."*

For more information on how Legacy Leaders can benefit your organization's planned giving expectancies, visit [www.legacyleaders.com](http://www.legacyleaders.com). 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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