

Legacy Leaders Introduces a Revolutionary New Donor *Pinpoint Coding System*

Toronto ON., May 1, 2007 — Legacy Leaders Inc. has evolved the traditional way of donor bequest tracking by developing a revolutionary coding method that creates a detailed blueprint for organizations to cultivate and properly follow the stewardship process of their donors. Developed this past February, the Legacy Leaders *Pinpoint Coding System* provides specific details about donor intentions which enables organizations to immediately take a course of action for their donor cultivation.

Ken Ramsay, President of Legacy Leaders Inc. is very pleased and excited about the new *Pinpoint Coding System* and is delighted with all the positive feedback it's receiving. When asked about the new *Pinpoint Coding System*, he had this to say;

“I knew that it was time to improve and re-invent our conventional tracking system; I wanted to take our donor coding to the next level. And we have done that with our new *Pinpoint Coding System*. It effectively and precisely provides our clients with exact information about their donors. It is more tailored to suit our client's needs and provides immediate feedback. This result in turn enhances the campaigns' outcome.”

The Toronto East General Hospital (TEGH) Foundation implemented the new *Pinpoint Coding System* with their latest Legacy Leaders Bequest Campaign. Debbie Owen, Planned Giving Officer for the TEGH Foundation is thrilled with the simplicity and effectiveness of the new coding system. According to Ms. Owen;

“The new *Pinpoint Coding System* has proved to be invaluable for us. It has allowed us to get more detailed information on our prospects and to rate them with a higher degree of accuracy. We can rank prospects in order of timelines for confirming their bequest intention and concentrate our efforts and resources for maximum results. Ultimately, this means our Foundations' Planned Giving Program and Legacy Society grows at a faster rate than through our traditional prospecting methods.”

Founded in 1995, Legacy Leaders Inc. is a pioneering company trusted by North American nonprofit organizations that want to get the most from planned giving products and services. The Company focuses on the implementation of bequest, annuity, and life insurance solicitation programs. For more information on the new *Pinpoint Coding System* and how Legacy Leaders can enhance your organization's planned giving expectancies, visit the Legacy Leaders website at www.legacyleaders.com .

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