

## Educating Your Donors on the Importance of Planned Giving with Legacy Leaders Pt.1

**TORONTO, Ontario (February 23, 2010)** — Legacy Leaders (LL) prides itself on being the top bequest solicitation company in Canada. Over the last fifteen years, LL has asked over 350,000 Canadians for a planned gift, garnering millions of dollars in bequest revenue for clients and much more in bequest expectancies.

Donna Robinson, Development Officer for Knowledge (BC's public educational broadcaster) commented on her 2009 experience with LL and what a planned giving program did for Knowledge:

*"We knew the importance of planned giving and we wanted to build on our strategic fundraising plan. The unfortunate reality was that our donors were aging and many hadn't considered Knowledge as a bequest recipient. Being a public educational broadcaster, we wanted to educate our donors about what a planned gift could do for our future. We decided to hire Legacy Leaders to run a proactive program and lay the foundation for a steady flow of bequests over the next thirty years."*

*"One of our major donors gave me a call soon after speaking with one of the Legacy Leaders callers. He had decided to leave a large current gift, as his legacy gift, to our Endowment. Besides educating and asking donors for a planned gift commitment, the Legacy program has built stronger relationships with our donors that I can grow and cultivate for other forms of fundraising."*

A Legacy Leaders campaign does more than build or strengthen a non-profit's bequest program; it educates donors on the importance of a planned gift and on what it can do for the charity they passionately support. Every program over the last fifteen years has been focused on having a sensitive donor centred conversation about planned giving. Our planned giving telephone officers are thoroughly trained and know how to have an insightful and meaningful conversation on a topic that many people haven't considered and/or feel uncomfortable discussing.

LL's mail/phone programs provide donors with the educational resources to learn more about planned giving and give them the opportunity to consider a bequest gift and to ask questions. There have been thousands of instances where donors have said to our callers, "a bequest, that's something I've never considered," opening the door for further education and cultivation.

Next month, part two of "Educating Your Donors on the Importance of Planned Giving with Legacy Leaders" will look at the four bequest programs that Toronto East General Hospital Foundation has conducted with Legacy Leaders over that last six years and at the interesting discovery LL bequest programs have uncovered.

For more information on how Legacy Leaders can benefit your organization's planned giving program, 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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