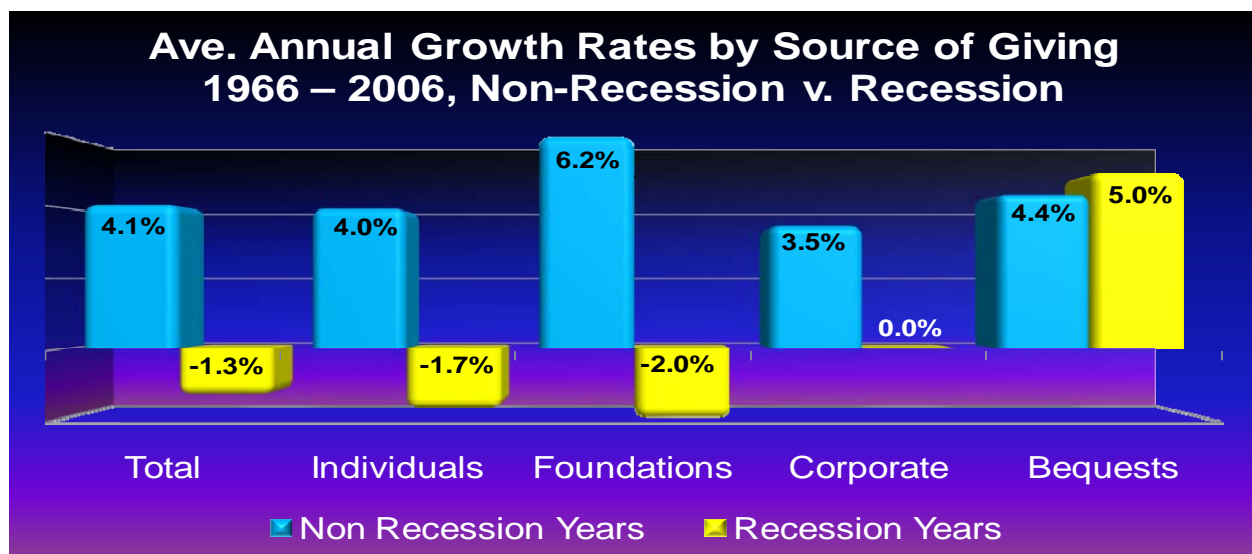


Can This Be The Right Time to Invest in Planned Giving?

An analysis of giving patterns since 1966, compiled by the Giving USA Foundation, reveals that during recessionary periods, planned giving takes on greater importance than ever. Because operating budgets are under greater pressure and endowments are shrinking, the temptation may be to limit investment in the long-term revenue stream that can come from a successful planned giving program. However, savvy nonprofit organizations recognize that now is the ideal time to enhance their planned giving efforts.

The graph below illustrates that while every other source of philanthropy either remains static or declines; planned giving has actually averaged an increase during recession years.



Legacy Leaders can help organizations dramatically increase their planned giving results through the implementation of a broad-based outreach campaign to solicit bequest gifts. Legacy Leaders will design a customizable planned giving campaign to meet the needs and resources for your organization.

Founded in 1995, Legacy Leaders 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 marketing programs. To learn more about Legacy Leaders, visit www.legacyleaders.com.