

Royal Ontario Museum Governors Develops 119 New Bequest Expectancies with Legacy Leaders

Toronto, ON., August 16, 2007 — The Royal Ontario Museum Governors (ROMG) is continuously looking towards the future, and with the addition of the Michael Lee-Chin Crystal and the constant support from their donors, the future looks bright. Michelle Osborne, Senior Director of Planned Giving & Finance for ROMG is thrilled with the results from the second campaign and acknowledges Legacy Leaders hard work for their growth in their expected planned giving revenue;

“Having done a previous campaign with Legacy Leaders, generating successful results, the Royal Ontario Museum Governors were hoping for similar results for our latest planned giving campaign. Legacy Leaders’ customized donor mail/phone campaign discovered many bequest prospects that would otherwise have been unknown to the Museum. Legacy Leaders’ ability to connect with our donors and enhance these existing relationships on our behalf has provided us with the wonderful opportunity to further engage our donors to make a legacy gift to the ROM.”

The small timely campaign garnered an overall impressive response rate of 33.9%; whereby, 119 individuals have committed to take action to leave a bequest and or have requested further contact.

Legacy Leaders is a pioneering company trusted by North American nonprofit organizations that want to get the most from planned giving products and services. For more information on how Legacy Leaders can benefit your organization’s planned giving expectancies, visit the Legacy Leaders website at www.legacyleaders.com .

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