Powerful Planned Giving Programs: A Four-Part Zoom Series

Weekly on Wednesdays
July 15 – August 5, 2020
10:00 a.m. – 12:00 p.m. Eastern
9:00 a.m. – 11:00 a.m. Central

In advance of our first session, you will receive Zoom login information. If you registered but are missing this information, please email Laura Eklov at leklov@lta.org. Missed a session or can’t make the time? All registrants will receive a link to the recording within a week after each videoconference.

Course Outline

**Wednesday, July 15 | Session #1**
*Instructor: Tamela Spicer, Johnson Center at Grand Valley State University*

Key concepts covered:
- Planned giving in the context of a fund development continuum
- Basics of planned giving – language and PG tools
- Landscape of planned giving

**Wednesday, July 22 | Session #2**
*Instructor: Tamela Spicer, Johnson Center at Grand Valley State University*

Key concepts covered
- Prospect identification
- Profile of a planned giving donor – latest research and trends
- Mining your database
- Donor stewardship

**Wednesday, July 29 | Peer Exchange (optional)**
*Facilitators: MaryKay O’Donnell and Laura Eklov, Land Trust Alliance*

Please plan on sharing with your peers during this interactive session. While we will fine-tune this session with your input, we are generally planning to:
- Discuss what we’ve learned so far and what has surprised you
- Share your organization’s current planned giving efforts
- Discuss how you are planning to gear up your planned giving work in the near future
Key concepts covered:
- Planned giving donor communications
- Establishing and managing a giving society
- Engaging the board
- Creating a culture for planning giving