



Planned Giving: Management, Marketing, and Law

Ronald R. Jordan, Katelyn L. Quynn

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A compact, accessible guide containing vital information on how to run a planned giving program successfully. Explains all the ins and outs of planned giving: the basics of developing a planned giving program; marketing and related fund-raising activities; types of gifts; taxation, estate and financial planning. The accompanying disk includes 140+ sample forms, checklists, marketing pieces and more that can be customized to fit individual needs. Supplemented annually.

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