



“The Hidden Code of End-of-Life Decisions: What Legacy Fundraising can Learn from Decision-making in Life Insurance, Annuities, Estate Planning and Healthcare”

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When it comes to making decisions involving end-of-life, people respond in unusual ways. In this presentation, Professor James brings together scientific and demographic research from a range of end-of-life decisions to uncover remarkably consistent principles of what works in persuasive communication. Understanding this “hidden code” will change the way you think, and talk, about legacy giving and planned giving.