

“Planned Giving and the Power of Endowment”

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As traditional fundraising gets turned on its ear, there *is* a better way. Capacity building through planned giving is a proven method for building endowment. This session will focus on the basics of endowment building and planned giving strategies, including what motivates a donor to make a planned gift, and the types of planned gifts. As donors become more savvy about tax laws and charitable giving, if you don't understand the concepts, you will be left out.