

Discover strategic insights from Crescendo's latest planned giving program study, exploring how successful nonprofits achieved remarkable results through proven marketing techniques. Gain practical expertise in crafting persuasive calls to action using eNewsletters, surveys, and donor engagement tools. Understand the significance of segmentation and personalized messaging to effectively address challenges with potential donors. Acquire valuable insights into donor behavior to tailor your outreach for maximum impact. Join Ryan LaCanfora, West Coast Representative and AVP for Crescendo Interactive, for this transformative session. Revitalize your planned giving program to drive greater donor engagement and foster lasting philanthropic support.