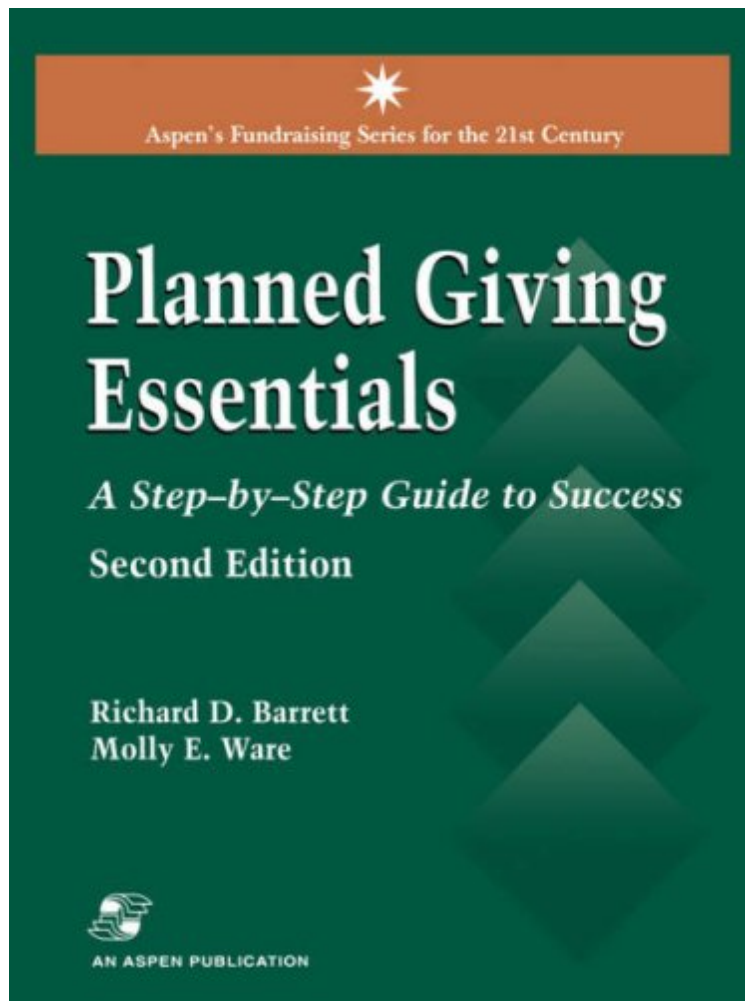


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4 of 6 people found the following review helpful. A Great Place to StartBy D. K.I used the acid test for considering how well written a technical book is about my business - I gave it to my wife when she asked me some questions one day.I have had this book on my shelf for several months and found it extremely valuable in doing some quick general research and in exploring a variety of concepts dealing with planned giving. Written for the small shop (in my opinion)

that needs to develop a planned giving program, this is a well-written and easily read book covering A to Z. Topics start with what is planned giving, move through defining and discussing philanthropy, setting up a planned giving program (first steps), pitfalls to avoid, marketing planned giving and even sample gift instruments. These are but a few of the chapters in what I think is an excellent starting point for someone new to planned gifts and how to promote them (or even a pro looking for some fresh ideas). Ah yes, my wife. For her, this was a bit of a liberating experience - she now has a good grasp of what I do. She can converse with friends about the business of planned giving very comfortably with a much better understanding of the basics.

This book is the premier resource that will provide all you need for successful development of your planned giving programs.