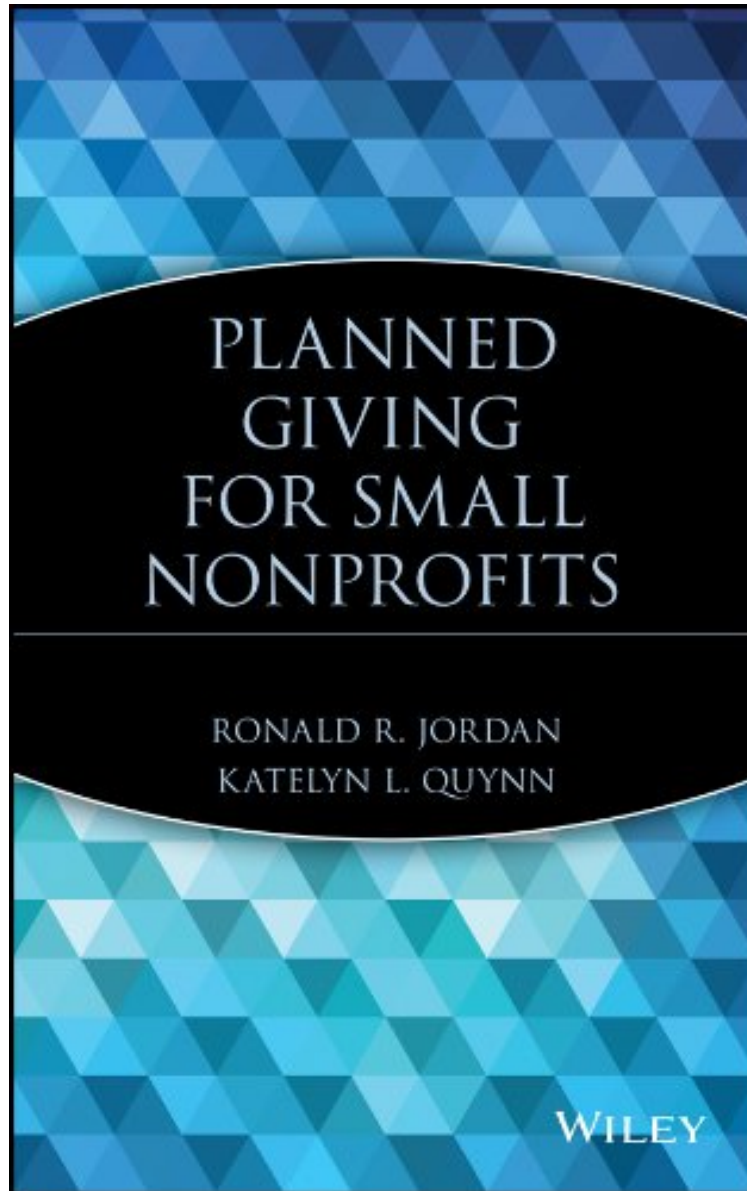


Planned Giving for Small Nonprofits

Ronald R. Jordan, Katelyn L. Quynn
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Ronald R. Jordan, Katelyn L. Quynn : Planned Giving for Small Nonprofits before purchasing it in order to gauge whether or not it would be worth my time, and all praised Planned Giving for Small Nonprofits:

0 of 0 people found the following review helpful. Not recommendedBy Buzz H.Speaking as a professional fundraising trainer who has taught planned giving for years, I do not recommend this book.It focuses heavily on the technical guts of the process, and treats the single most important element of nonprofit fundraising, the donor, as a simple object to be entered into a formula or an assembly-line process.This is a fundamental and critical mistake. There are far better

books on the subject. Try "Planned Giving Simplified". 0 of 0 people found the following review helpful. Four Stars By Fritsi H. Ericson Very well organized and helpful for a campaign I'm helping a nonprofit start. 0 of 6 people found the following review helpful. Planned Giving - review By L. Faye Lampkin The book is just what I ordered. The only problem was it was bound upside down. However, this does not hinder usage.

Proven methods for launching-and growing-a planned giving program Planned Giving for Small Nonprofits provides easy-to-follow guidelines for beginning and sustaining a planned giving program with the limited resources of a small organization. Drawing upon forty years of combined experience in planned giving, expert authors Ronald Jordan and Katelyn Quynn show managers how to achieve the careful analysis, employee commitment, and organizational support necessary to launch a successful program. In addition to step-by-step advice, this helpful guide contains a host of examples and case studies from a wide variety of nonprofits, including educational and religious institutions, healthcare organizations, and cultural associations. The authors break their blueprint for planned giving success into seven key components: * Background Issues * Getting Started * Planned Gifts * Gifts of Assets Other Than Cash * Working with Donors * Marketing * Planned Giving and Taxes Each subject is further analyzed into key subtopics, such as gift acceptance policies, endowed funds, and personal property gifts. Nonprofit managers in all areas will find Jordan and Quynn's authoritative guide an invaluable addition to their professional libraries.

"Planned Giving for Small Nonprofits is a great book." (CharityChannel.com, June 2003) From the Inside Flap Planned giving programs play an increasingly significant fundraising role at most nonprofit organizations. As a result, donors are becoming more and more familiar with planned giving and expect to find such programs in place at their charities of choice. Now small nonprofits must implement planned giving programs and expand existing ones, yet most development directors are not trained in planned giving, nor do they have access to expertise in the field. Unlike outright gifts, planned gifts often take time to materialize, and, once they occur, they must be administered for years. Planned Giving for Small Nonprofits shows directors and boards of small charities precisely how to promote planned giving within the framework of their available resources, step by step. Written by two of the most recognizable names in planned giving, this easy-to-follow guide demonstrates how organizations with understaffed development programs can manage the careful analysis, commitment, and employee and volunteer support necessary to execute a successful planned giving campaign. Jordan and Quynn include plenty of examples and case studies from nonprofits in all sectors—educational and religious institutions, healthcare organizations, and cultural associations—illustrating how to develop, implement, and manage a program. Concentrating on seven central aspects of managing a planned giving program—Background Issues, Getting Started, Planned Gifts, Gifts of Assets Other Than Cash, Working with Donors, Marketing, and Planned Giving and Taxes—the book provides in-depth coverage of a variety of key subtopics, including: Mobilization of the nonprofit organization's leadership, boards, and volunteers Establishment of endowed funds and current-use awards Gifts of securities and real estate Life income gifts Solicitation strategies Nonprofit managers of educational institutions, healthcare organizations, arts groups, and community service associations will find Planned Giving for Small Nonprofits to be an indispensable resource. Adding planned giving as a component of a development program demonstrates to donors that a nonprofit organization is maturing and making a commitment to its future. Jordan and Quynn show how your organization can make that commitment. From the Back Cover Proven methods for launching—and growing—a planned giving program Planned Giving for Small Nonprofits provides easy-to-follow guidelines for beginning and sustaining a planned giving program with the limited resources of a small organization. Drawing upon forty years of combined experience in planned giving, expert authors Ronald Jordan and Katelyn Quynn show managers how to achieve the careful analysis, employee commitment, and organizational support necessary to launch a successful program. In addition to step-by-step advice, this helpful guide contains a host of examples and case studies from a wide variety of nonprofits, including educational and religious institutions, healthcare organizations, and cultural associations. The authors break their blueprint for planned giving success into seven key components: Background Issues Getting Started Planned Gifts Gifts of Assets Other Than Cash Working with Donors Marketing Planned Giving and Taxes Each subject is further analyzed into key subtopics, such as gift acceptance policies, endowed funds, and personal property gifts. Nonprofit managers in all areas will find Jordan and Quynn's authoritative guide an invaluable addition to their professional libraries.