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Nota di contenuto	Donor-Centered Planned Gift Marketing (AFP Fund Development Series); The AFP Fund Development Series; Contents; Foreword; Preface; Acknowledgments; Chapter 1: Introduction to Donor-Centered Marketing; Chapter 2: Identify Who Makes Planned Gifts; Chapter 3: Identify What Motivates Planned Gift Donors; Chapter 4: Educate and Cultivate Planned Gift Prospects; Chapter 5: Educate and Cultivate Professional Advisors; Chapter 6: The Ask; Chapter 7: Stewardship; Chapter 8: Getting Started; Appendix A: Planned Gift Program Potential Worksheet; Appendix B: Bequest Confirmation Form Appendix C: Sample Internal Case for Donor-Centered Philanthropic Planning: GPD Academy Appendix D: Cost to Raise a Planned Gift Dollar Worksheet; Notes; Glossary; References; About the Author; AFP Code of Ethical Principles and Standards; A Donor Bill of Rights; Model Standards of Practice for the Charitable Gift Planner; Index
Sommario/riassunto	A fresh step-by-step guide for identifying your nonprofit's planned giving prospects and inspiring them to give generously. Donor-

Centered Planned Gift Marketing helps nonprofit organizations move beyond traditional marketing techniques that have historically yielded only modest results and reveals how putting the focus on the donor can produce the best outcomes for all. Here, nonprofits new to gift planning will learn to market effectively from the start while those with established programs will discover ways to enhance their efforts. You will learn about various donor-centered

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