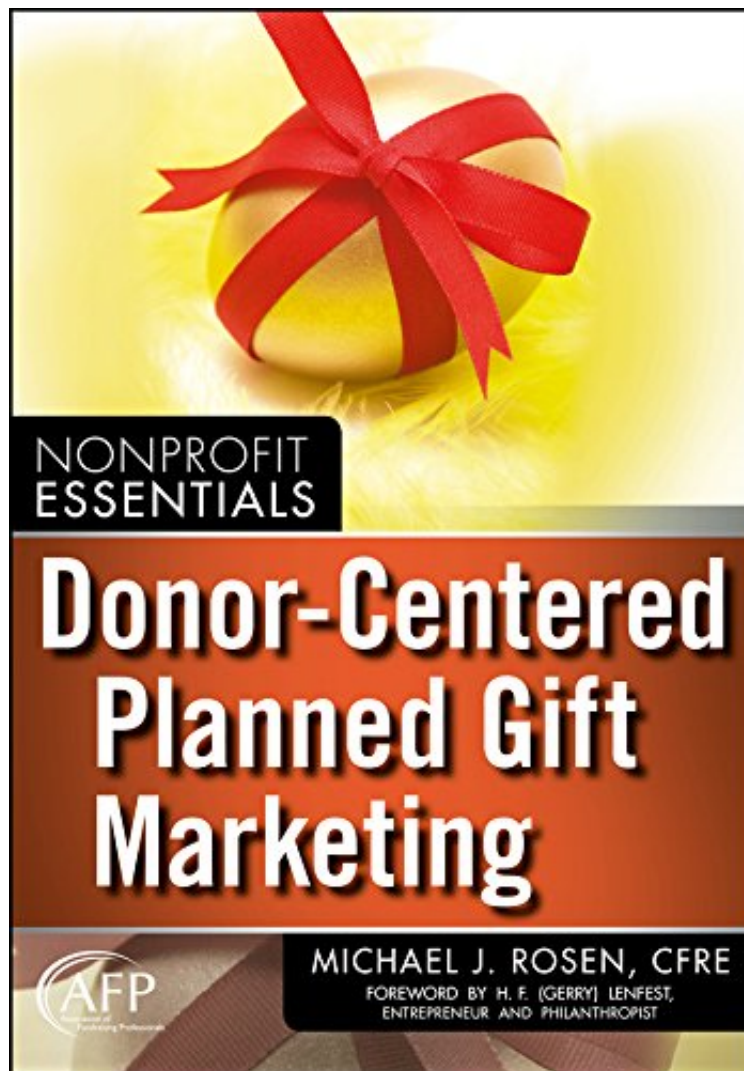


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Donor-Centered Planned Gift Marketing: (AFP Fund Development Series) (The AFP/Wiley Fund Development Series)

Michael J. Rosen

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Michael J. Rosen : Donor-Centered Planned Gift Marketing: (AFP Fund Development Series) (The AFP/Wiley Fund Development Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Donor-Centered Planned Gift Marketing: (AFP Fund Development Series) (The AFP/Wiley Fund Development Series):

1 of 1 people found the following review helpful. Planned-Giving demystifiedBy iclerieMy introduction to planned giving was during a Capital Campaigns course I took in grad school; after about 5 minutes of the lecture I was already

convinced that planned-giving simply wasn't for me. My professor and the assigned textbook made it all seem so dull and technical, and I had absolutely no interest in it. After only perusing a few pages of Rosen's book, I had an "ooooooooohhh" moment where something that made no sense finally clicks. I stumbled upon a section of the book where he covers 5 common myths about planned-giving, the first one being "Planned-giving is very difficult". Apparently, it is not quite so difficult, and despite its more technical and challenging parts, this book makes you feel more comfortable with the idea of pursuing planned gifts. What makes this book different from most books on planned-giving is that it focuses on the relationship you, as a development officer, has, or should have, with a donor. The donor-centered approach really teaches you to focus on a donor as an individual with specific needs, desires, and culture rather than a dollar sign. The book is well organized and comprehensive, the language is not stifling and technical so it's easy to follow (and not doze off). I especially liked the glossary because certain terms, like bequests, have multiple entries to take you through different steps or show you different perspectives of what certain concepts and practices entail. Also helpful are the real-life examples, and the exercises which force you to think differently about your organization and your work. Overall a definitely useful tool for beginners and professionals. Highly recommended. 2 of 2 people found the following review helpful. Donor-Centered Planned Gift Marketing By MarketSmart I often raise Michael Rosen's book during meetings with my staff proclaiming, "this is the Bible of planned giving marketing!" The fact is... I run a strategic marketing firm (mostly direct marketing and lead generation) and we have developed strategies and tactics for some planned giving departments. But we had to develop those strategies on our own. It wasn't until I found and "devoured" Michael's book that I realized two things: 1- We were indeed doing it right. Michael's research and keen insights coincided with ours. 2- His book was filled with TONS AND TONS of OTHER things we could do to help our clients improve their results. My hat goes off to Michael Rosen for taking the time to put together the most comprehensive, thoughtful, and well-written book about the subject. Millions and millions of dollars in planned gifts will be "closed" as a result of his hard work and dedication. Greg Warner CEO MarketSmart [...] 0 of 0 people found the following review helpful. Filled with good examples By Jonathan Petersen Great book for fundraisers, development officers, and financial advisors focusing on charitable planning. It is filled with a ton of good marketing strategies and examples. Some of it may seem obvious but is actually much harder to implement.

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 marketing channels and techniques, as well as how to generate internal support for an improved planned gift marketing effort. Full of useful and proven tips you can implement for immediate results Offers practical tools including forms and checklists Includes a worksheet to help organizations calculate their planned giving potential Sharing the latest research findings, this book shows you how to identify who your planned giving prospects are. You will learn how to effectively focus on them through meaningful communication that ultimately inspires them to give-and give more.