



THE DONOR
MOTIVATION
PROGRAM®
We Motivate Planned Giving!

Top 10 Planned Giving Challenges

1. Being Established As “The Charity of Choice” for Donors
2. Getting and Increasing Estate and Gift Planning Commitments
3. Engaging Major Donors At a Higher Level of Commitment
4. Creating a Process for Champions to Intro “Circle of Influence”
5. Discovering Donors with Existing Legacy Gifts
6. Uncovering in Current Database Millionaire Donors “Next Door”
7. Positioning Development Professionals As A Donor-Centric Resource
8. Re-Energize Disconnected Donors Who Could Be Gift Planning Donors
9. Maintaining Consistent Visibility With Donors Through Staged Repetition
10. Communicating The Charity’s Long-Term Stability with Donors