Guaranteed Simple Steps to Raise Planned Gifts

In Guaranteed Simple Steps to Raise Planned Gifts, Viken Mikaelian reveals how easy it is to go after gifts anyone can make. He exposes how for-profits increase sales, shows what we can learn from them, and trains you how to avoid killer mistakes that alienate prospects and squander limited budgets. He even covers why planned giving is good for your career, too!

This presentation will arm you with practical ideas you can use today to close more and larger gifts easily, whether you have an established planned giving program, just starting one or no program at all.

Considering that the typical planned gift is 200-300 times a donor’s largest annual gift, all fundraisers should attend this presentation, including experienced gift planners.

ABOUT THE PRESENTER

Viken Mikaelian is co-founder of VirtualGiving, the first company that brought planned giving to the Internet. VirtualGiving has helped over 800 non-profits get their planned giving marketing efforts off the ground.

Viken is also Founder and CEO of PlannedGiving.Com, an online resource of downloadable planned giving content, and publisher of Planned Giving Tomorrow, a quarterly newsletter for fundraisers at all levels.

Many people make a living by complicating planned giving. Viken makes his living by keeping it simple.
Viken Mikaelian balances an in-depth knowledge of his subject matter with concrete examples and subtle humor. Our AFP audience of seasoned professionals praised both the information and his use of the live internet in this fast-paced presentation. One out-of-towner made a point of saying, ‘It was well worth the drive!’ We look forward to having Viken back again.  
Lucy O’Donnell, AFP of Delaware

Viken can speak to a group in a darkened room at 1 p.m. after a high-carb lunch and have you sitting bolt upright in your chair with the synapses of your mind pinging with transmissions and on high alert. Using colorful stories and examples, he makes the case that planned giving is not fundraising, but marketing.

Susan Fisher, Univest Foundation

Viken made technical stuff make sense to me. He was informative, entertaining and provided me with ideas that led to gifts. It doesn’t get any better than that.

Jack Miller, Pittsburgh Planned Giving Council

Viken was a smash hit in Pittsburgh last week. Praise was high and so were the ratings. We measure Quality, Content, and Relevance. Viken’s were all in the 95% — 98% range and comments were strongly positive. After reviewing the Program Evaluations from his presentation, the fact that comments repeatedly used words such as ‘excellent,’ “wonderful,” “outstanding,” “fantastic,” and “fabulous” speaks for itself. Thanks again for a great program. Gordon M. Core, President, Pittsburgh Planned Giving Council

The entertainment industry has Madonna, Sting, and Bono. Sports has Magic, Venus and Serena, Michael, Tiger. For those of us in planned giving, there’s Viken. He wants us to re-think the ways we reach out to the individuals who support our organizations. The language we use. Viken also brings a colorful and direct approach to talking to us about what we do right, what we do wrong (you’ll see he’s not afraid to show us what we do wrong) and how we can do better.

Ron Fleury, Past President, Planned Giving Group of Connecticut

Fan Mail.

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Thank you for sharing your expertise with our AFP Chapter! You were all wonderful. I overheard a woman say that it was the best presentation that she has attended — EVER. Music to my ears …” Josie Burri, Wistar Institute, University of Pennsylvania

Thank you for the making an enlightening presentation to the Board last night. After you left, the group had a very rich discussion and were very passionate and enthused about how to initiate a planned giving program using the simple and straightforward suggestions and ideas you shared. WOW! It was a great evening. Steven L. Wantz, Executive Director, Institutional Advancement and the College Foundation, Carroll Community College

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After working in planned giving for almost 25 years, it is refreshing to encounter Viken’s approach to planned giving marketing. You can’t help but laugh — and learn — once Viken takes the mic. His energy is contagious. Viken listens closely to questions from participants, so he is able to meet them where they are — whether they are new to the field or seasoned veterans. His presentations are packed with down-to-earth and useful information you can use. Viken’s story-based style and inspirational presentation make planned giving marketing success very real.

Mary B. Hopkins, Delaware Community Foundation

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Controversial, funny, and painfully honest.

Jeff Cory, formerly of the Planned Giving Council of Lee County

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