

TOP 10

Reasons to Market Planned Gifts

1

**Your Competition is
Doing it**

2

**Planned Gifts Are
Gifts of Love**

3

**Planned Gifts Are Good
in Any Economy**

4

**Planned Giving is Good
for Your Career**

5

**Planned Gifts Are Much
Bigger Gifts**

6

**Planned Gifts Are Easy
on the Donor**

7

**Donors Need to and
Want to Learn**

8

**Annual Gifts Go Up
After a Planned Gift**

9

**Anyone Can Make a
Planned Gift**

10

**Most Planned Gifts are
Easy To Give & Receive**