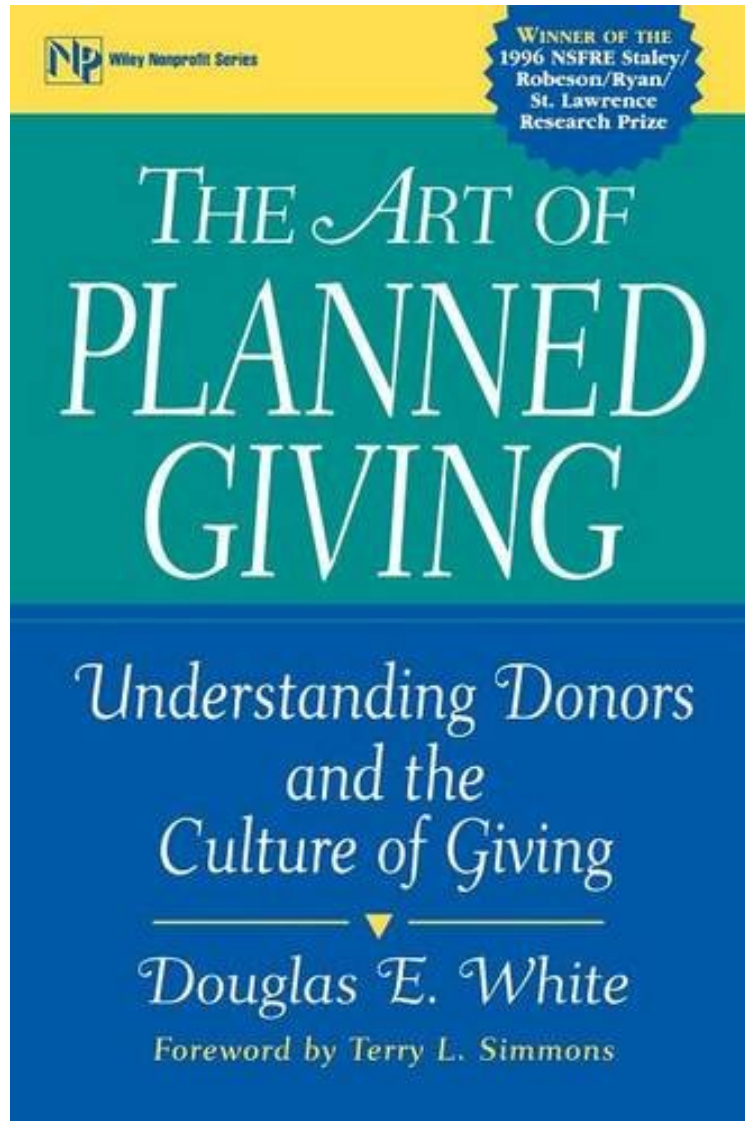


[Ebook free] The Art of Planned Giving: Understanding Donors and the Culture of Giving

# The Art of Planned Giving: Understanding Donors and the Culture of Giving

*Douglas E. White*

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**Douglas E. White : The Art of Planned Giving: Understanding Donors and the Culture of Giving** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of Planned Giving: Understanding Donors and the Culture of Giving:

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trustee for a local foundation who didn't know much about planned giving except that it held the promise of the goose with a golden egg. I found the book enlightening in terms of the complexity of planned giving options as well as the challenges in securing donor planned gifts. The author explained planned giving through vignettes about interactions between donors and planned giving officers which for me made what could have been a very boring book readable. 0 of 0 people found the following review helpful. This book is a gem and a classic! By Customer Written in 1998, this is a book that every serious student of fundraising should read and heed its wisdom. The author, Douglas White, is world renowned in the field of planned giving.

"A unique book with a unique approach, this is destined to become a classic." --Charitable Gift Planning News In this deeply humane and informative book, Douglas White deftly weaves together personal insight and level-headed advice in a probing look at the human side of planned giving. He helps you understand, develop, and use the interpersonal skills that are an essential part of every successful planned giving officer's art. White provides practical answers to such crucial questions as: How do I successfully approach a prospect for a planned gift? What are the steps to building a prospect's trust and instilling a sense of mission? How can I tell if I'm being too aggressive--or not aggressive enough? How do I handle a donor's lawyer and other advisors who don't support the gift? Tracing the entire process of acquiring a planned gift from the first phone call to managing the gift's assets, White offers many helpful pointers on how to deal with donors, their families, and their professional advisors, as well as executive directors and board members within your organization. He also helps you translate technical knowledge into planned gifts that are better for both donors and charities. The first book to take you beyond the mere mechanics and into the very soul of planned giving, *The Art of Planned Giving* is an important working resource for planned giving officers, fund-raising professionals and consultants, as well as nonprofit executives and board members.

From the Publisher Based on the author's expertise and interviews with planned giving officers, this book provides an inside look at the human side of this important segment of fund-raising and charitable giving. Traces the process of acquiring a planned gift; examines the psychological and professional challenges involved; and explains the culture within which a planned giving program functions. Includes practical advice on dealing with donors and their professional advisors and suggests effective approaches to becoming a successful planned giving officer. From the Back Cover "A unique book with a unique approach, this is destined to become a classic." Charitable Gift Planning News In this deeply humane and informative book, Douglas White deftly weaves together personal insight and level-headed advice in a probing look at the human side of planned giving. He helps you understand, develop, and use the interpersonal skills that are an essential part of every successful planned giving officer's art. White provides practical answers to such crucial questions as: How do I successfully approach a prospect for a planned gift? What are the steps to building a prospect's trust and instilling a sense of mission? How can I tell if I'm being too aggressive or not aggressive enough? How do I handle a donor's lawyer and other advisors who don't support the gift? Tracing the entire process of acquiring a planned gift from the first phone call to managing the gift's assets, White offers many helpful pointers on how to deal with donors, their families, and their professional advisors, as well as executive directors and board members within your organization. He also helps you translate technical knowledge into planned gifts that are better for both donors and charities. The first book to take you beyond the mere mechanics and into the very soul of planned giving, *The Art of Planned Giving* is an important working resource for planned giving officers, fund-raising professionals and consultants, as well as nonprofit executives and board members. About the Author DOUGLAS E. WHITE is President and CEO of Charities Today, Inc., a unique state-of-the-art Internet location that provides comprehensive and analytical information about charities to potential donors and other supporters. He also serves on the board of Swerdlin White Huber, a firm that invests planned gifts, and is Co-Editor-in-Chief of *Giving* magazine. Mr. White is a former board member of NCPG. While on the NCPG board, he served as chair of the Ethics Committee and chair of the Philanthropy Awareness Committee that created the national model for the Leave a Legacy program.