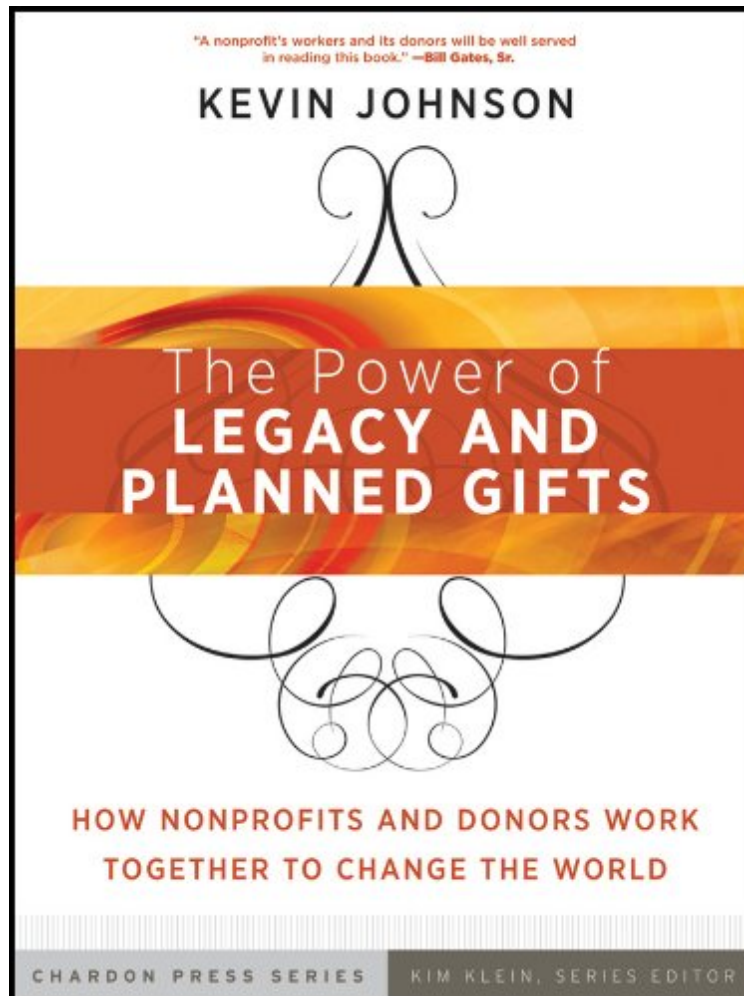


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The Power of Legacy and Planned Gifts: How Nonprofits and Donors Work Together to Change the World (Kim Klein's Fundraising Series)

Kevin Johnson

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written and a pleasure to read. The book is especially helpful for staff and volunteers of small to medium size non-profits. I learned new ways to approach legacy giving. There were also many ideas that really resonated with my own fundraising experiences. I was ready to hire the author to help our non-profit as soon as I was done! 1 of 1 people found the following review helpful. The Power of Legacy and Planned Gifts By Maggie Mae This book was recommended to me by a colleague. I have found the contents of the book to be insightful into the world of Planned Giving. Kevin covers subjects from "A to Z" in language that is easy to understand. I heartily recommend this book to people especially those who are new or just entering this sector of fundraising. Jim Lillis Endowment Giving Manager, Friends of the Children Portland Oregon

The Power of Legacy and Planned Gifts provides practical knowledge and tools nonprofits need to connect with loyal donors, resulting in a stream of future income that will sustain and advance their mission. Filled with illustrative real-world examples and cases, as well as worksheets to guide the reader, the book details a simple, multi-stage process for nonprofits to build a pipeline of future bequest income and offers donors perspective on making their gifts in a way that will best accomplish their goals. Praise for The Power of Legacy and Planned Gifts "Kevin Johnson has done a great job making clear the process and the implications of a bequest to a charity. A nonprofit's workers and its donors will be well served in reading this book." --Bill Gates, Sr., author, Showing Up for Life "Regardless of the size, vintage, or mission of your organization, you can use this book. If this is the part of fundraising you have been avoiding, Kevin's sensible advice can get your team started and get results sooner than you think." --Joan Flanagan, fundraiser, Center for New Community, and author, Successful Fundraising "Bequests are the key for small and medium-sized charities to survive and thrive. Kevin clearly shows how board and staff can easily develop the comfort and confidence to build effective relations with donors, and help them tell their stories and express their deepest values through bequests. Oh, that we all had this book years ago!" --Roger Ellison, vice president for planned giving, West Texas Rehabilitation Center Foundation "Kevin's insights into donor motivation and the richness of our story have resulted in a substantial increase in planned gifts to our organization." --Karlene McCabe, executive director, Greenbelt Land Trust Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

"A valuable addition to libraries of donors and fundraisers...an indispensable book." --Brenda Ray Scott on The Foundation Center Philanthropy News Digest web site. --Philanthropy News Digest: A Service of the Foundation Center "New Book Offers 'Sensible' Planned Giving Advice ... and presents a simple, multi-stage process to help institutions undertake a planned giving effort." --BriefCASE (published by Council for Advancement and Support of Education) From the Inside Flap "Kevin has worked with us for the last 8 years, helping us tell our story and work with our donors to leave a legacy for the communities they love. His insights into donor motivation and the richness of our story have resulted in a substantial increase in planned gifts to our organization. He has helped us step back, celebrate our success, and tell our story to donors in an enthusiastic and concise way. The work we do is critical to our communities and our donors respect, honor and acknowledge our contributions. Their faith in our work and support through planned gifts has allowed us to weather these difficult economic times, grow our programs, and increase our impact in the communities we serve." --Karlene McCabe, executive director, Greenbelt Land Trust From the Back Cover The Power of Legacy and Planned Gifts The Power of Legacy and Planned Gifts provides practical knowledge and tools nonprofits need to connect with loyal donors resulting in a stream of future income that will sustain and advance their mission. Filled with illustrative real-world examples and cases, as well as worksheets to guide the user, the book details a simple, multi-stage process for nonprofits to build a pipeline of future bequest income and offers donors perspective on making their gifts in a way that will best accomplish their goals. Praise for The Power of Legacy and Planned Gifts "Kevin Johnson has done a great job making clear the process and the implications of a bequest to a charity. A nonprofit's workers and its donors will be well served in reading this book." --Bill Gates, Sr., author of Showing Up for Life "Regardless of the size, vintage, or mission of your organization, you can use this book. If this is the part of fundraising you have been avoiding, Kevin's sensible advice can get your team started and get results sooner than you think." --Joan Flanagan, Fundraiser, Center for New Community and author, Successful Fundraising "Bequests are the key for small and medium-sized charities to survive and thrive. Kevin clearly shows how board and staff can easily develop the comfort and confidence to build effective relations with donors, and help them tell their stories and express their deepest values through bequests. Oh, that we all had this book years ago!" --Roger Ellison, Vice President for Planned Giving, West Texas Rehabilitation Center Foundation "Kevin's insights into donor motivation and the richness of our story have resulted in a substantial increase in planned gifts to our organization." --Karlene McCabe, Executive Director, Greenbelt Land Trust "The Power of Legacy and Planned Gifts offers a sensible, practical approach to planned giving that is accessible to everyone charged with gift planning responsibilities. Kevin's step-by-step program, borne of years of experience, is an excellent outline for success. It is a wonderful starting point for those new to gift planning and a worthwhile review of good practices for those more experienced in the field. Kevin's book will save you time, frustration, disappointment and headaches." -- Ann Barden, gift planning

director, Oregon Health Science University Foundation, Doernbecher Children's Hospital Foundation