



Raising Money Through Bequests: How Your Organization Can Profit from the Biggest Intergenerational Transfer of Wealth in History

David Valinsky, Melanie Boyd

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Never in history has there been more money on the table for your organization than right now.

Members of the "Greatest Generation" are in their 80s and 90s, and as they pass away they're collectively leaving billions of dollars to charitable organizations throughout the United States.

And their preferred vehicle for giving this money is the simple bequest - "I give and bequeath to...."

If at this very moment you're not marketing your bequest program with G force, you're missing what many are calling the greatest opportunity in the history of fundraising.

To borrow a lyric from a "Greatest Generation" song, "Now is the hour."

Raising Money through Bequests lays out step by step how to establish a bequest program, how to work within your organization to strengthen and sustain it, how to market the program to the right audiences, and exactly what to do when responses start to come in.

Further, authors David Valinsky and Melanie Boyd supply plenty of sample materials you can immediately adapt. There's a brochure to introduce your program, a case for support that explains to prospective donors the merits of leaving a bequest, and a tasteful letter and folder that welcomes donors to the Bequest Society and describes its various features and benefits.

Additionally, you'll find sample bequest language to offer your donors, a sample agenda for a special gathering to introduce your bequest program, and even a list of possible names for your bequest society.

Raising Money through Bequests is a timely, uncomplicated book that can have a prodigious impact on your organization's financial security.

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As people who live in typically the modest era should be upgrade about what going on or details even knowledge to make them keep up with the era and that is always change and make progress. Some of you maybe will update themselves by reading through books. It is a good choice for yourself but the problems coming to anyone is you don't know what kind you should start with. This Raising Money Through Bequests: How Your Organization Can Profit from the Biggest Intergenerational Transfer of Wealth in History is our recommendation to help you keep up with the world. Why, as this book serves what you want and need in this era.

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