



Planned Giving for Small Nonprofits

Ronald R. Jordan, Katelyn L. Quynn

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Proven methods for launching-and growing-a planned giving program

Planned Giving for Small Nonprofits provides easy-to-follow guidelines for beginning and sustaining a planned giving program with the limited resources of a small organization. Drawing upon forty years of combined experience in planned giving, expert authors Ronald Jordan and Katelyn Quynn show managers how to achieve the careful analysis, employee commitment, and organizational support necessary to launch a successful program.

In addition to step-by-step advice, this helpful guide contains a host of examples and case studies from a wide variety of nonprofits, including educational and religious institutions, healthcare organizations, and cultural associations. The authors break their blueprint for planned giving success into seven key components:

- * Background Issues
- * Getting Started
- * Planned Gifts
- * Gifts of Assets Other Than Cash
- * Working with Donors
- * Marketing
- * Planned Giving and Taxes

Each subject is further analyzed into key subtopics, such as gift acceptance policies, endowed funds, and personal property gifts. Nonprofit managers in all areas will find Jordan and Quynn's authoritative guide an invaluable addition to their professional libraries.

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Myrtle Hamer:

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Mark Johnson:

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