



A fresh, step-by-step guide for identifying your nonprofit's planned giving prospects and inspiring them to give generously.

Winner of the AFP-Skystone Partners Prize for Research in Fundraising and Philanthropy. Listed on the official CFRE International Resource Reading List.

Donor-Centered Planned Gift Marketing helps nonprofit organizations move beyond traditional marketing techniques that have historically yielded only modest results and reveals how putting the focus on the donor can produce the best outcomes for all. Here, nonprofits new to gift planning will learn to market effectively from the start while those with established programs will discover ways to enhance their efforts. You will learn about various donor-centered marketing channels and techniques, as well as how to generate internal support for an improved planned gift marketing effort.

Michael J. Rosen, CFRE, named “One of America’s Top 25 Fundraising Experts,” has written a book that:

- Provides useful and proven tips you can implement for immediate results
- Offers practical tools including forms and checklists
- Includes a worksheet to help organizations calculate their planned giving potential

Sharing the latest research findings, this book shows you how to identify who your planned giving prospects are. You will learn how to effectively focus on them through meaningful communication that ultimately inspires them to give and give more.

The Foreword to the book is by mega-philanthropist H.F. “Gerry” Lenfest who explains why he believes a robust planned giving program should be part of any charitable organization’s fundraising efforts.

For a free, inside look at the book, including the Table of Contents and Chapter 1, go here:



Get your copy wherever books are sold. Paperback and Kindle editions are available at Amazon (<http://amzn.to/2cMhwG8>).

See reader comments on the back.

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Readers praise *Donor-Centered Planned Gift Marketing*:

“This is one of those rare books that delivers more than it promises...”

-- Frank Minton
Senior Advisor, PG Calc
Past Chair, American Council on Gift Annuities

“...a wealth of practical information.”

--Tanya Howe Johnson, CAE
Past President and CEO, Partnership for Philanthropic Planning

“*Donor-Centered Planned Gift Marketing* should become the Bible for anyone seeking to raise money from planned gifts.”

-- Phyllis Freedman
President, SmartGiving; The Planned Giving Blogger

“This book provides a thorough roadmap for both the nonprofit that needs to start and the nonprofit that needs to expand their efforts...”

--R. Andrew Swinney
President, The Philadelphia Foundation

“[This is the] best book ever on Planned Giving Marketing.”

--Bob Mueller
Assistant Vice President of Mission & Stewardship,
Hosparus (The Community Hospices of Louisville, Southern Indiana, Central & Southern Kentucky)

“[This] is a comprehensive, well-researched and practical guide to the marketing of planned gifts via a donor-centered process.”

--Philip Cubeta, CLU, ChFC, MSFS, CAP
The Sallie B. and William B. Wallace Chair of Philanthropy, The American College

“Jumpstart or enhance your planned giving program with this book and, no doubt, your organization will be in a wonderful position to get the planned gifts it deserves.”

--Laura Fredricks, JD
Author of *The ASK*

“I would like to see nonprofit leaders, fundraisers, and their key board members embrace the essential knowledge this book contains on how to create and improve a most critical component to every organization’s development effort—a donor-centered planned gift marketing program.”

--H.F. (Gerry) Lenfest
Entrepreneur and Philanthropist