

**Chesapeake Planned Giving Council
June 7, 2006**

“Planned Giving Donors: Who Are These Wonderful People?”

The Radisson Hotel at Cross Keys
5100 Falls Road, Baltimore, MD

The June Program is Sponsored by:



CPGC is sponsoring this community-wide media and marketing effort to increase public awareness of charitable gift planning opportunities. It encourages people from all walks of life to make gifts from their estates to charities of their choices. For more information, call 443/678-1186, or visit

www.cpgc.org

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“Planned Giving Donors: Who Are These Wonderful People?”

Most of us see such a small number of planned giving donors that it can be hard to know what is "typical" and what is unusual. This presentation will talk about who these donors are, known characteristics, demographics, average gift sizes, etc. It provides a wealth of statistical information, analysis & insights from public and proprietary sources. The first step to getting gifts is to learn about these wonderful donors.

PANELISTS:

John Jensen, Consultant

For the past nine years, John Jensen has been a planned giving consultant. Prior to that, he was responsible for creating the planned giving program at the National Wildlife Federation. Over seven years, he oversaw a five fold increase in the program in a single year as part of a substantial strategic planned giving expansion and built the department from nothing to a ten member staff. He expanded confirmed planned gift expectancies from \$5 to \$75 million and projected expectancies to \$750 million; cash from planned giving increased from \$2.2 to \$9 million in 7 years. A critical aspect of his nine years of consulting work has been to assist organizations with assessing their planned giving potential including helping them to better understand their planned giving prospects.

TIME & PLACE The Radisson Hotel at Cross Keys (5100 Falls Road, Baltimore, MD)

SCHEDULE

8:00 - 8:30 a.m. Registration and Continental Breakfast
8:30 - 8:45 a.m. CPGC business and announcements
8:45 - 10:00 a.m. Session

Registration: Registration should be made in advance. Please complete the form below and mail with your check to: Chesapeake Planned Giving Council, P. O. Box 44123, Baltimore, MD 21236.

Cost:

Pre-registered:

CPGC Members: \$25/person
Non-Members: \$45/person

Walk-in:

CPGC Members: \$30/person
Non-members: \$45/person

Program Questions?
Call Rebecca Rothey at 410-825-6488
Membership or Registration Questions?
Call Jackie King at 443/678-1186.

Registration & Cancellation Deadline: Wednesday, May 31, 2006

*Please tear off and return this registration form with a check made payable to Chesapeake Planned Giving Council, P.O. Box 44123, Baltimore MD 21236. **Members ONLY** may fax their registrations to 410-931-2978. No cover is necessary.*

*Uniting
Legal,
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REGISTRATION

Name/Title _____

Organization _____ Telephone _____

Address _____

EMAIL ADDRESS _____

I am a CPGC member. Enclosed is my check \$25

MEMBERS: BRING A FRIEND FREE! (ONE TIME PER YEAR)

GUEST NAME: _____

I am not a member of CPGC. Enclosed is my check for \$45