



The Art of Planned Giving: Understanding Donors and the Culture of Giving

Douglas E. White

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"A unique book with a unique approach, this is destined to become a classic." --Charitable Gift Planning News

In this deeply humane and informative book, Douglas White deftly weaves together personal insight and level-headed advice in a probing look at the human side of planned giving. He helps you understand, develop, and use the interpersonal skills that are an essential part of every successful planned giving officer's art.

White provides practical answers to such crucial questions as: How do I successfully approach a prospect for a planned gift? What are the steps to building a prospect's trust and instilling a sense of mission? How can I tell if I'm being too aggressive--or not aggressive enough? How do I handle a donor's lawyer and other advisors who don't support the gift?

Tracing the entire process of acquiring a planned gift from the first phone call to managing the gift's assets, White offers many helpful pointers on how to deal with donors, their families, and their professional advisors, as well as executive directors and board members within your organization. He also helps you translate technical knowledge into planned gifts that are better for both donors and charities.

The first book to take you beyond the mere mechanics and into the very soul of planned giving, *The Art of Planned Giving* is an important working resource for planned giving officers, fund-raising professionals and consultants, as well as nonprofit executives and board members.

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