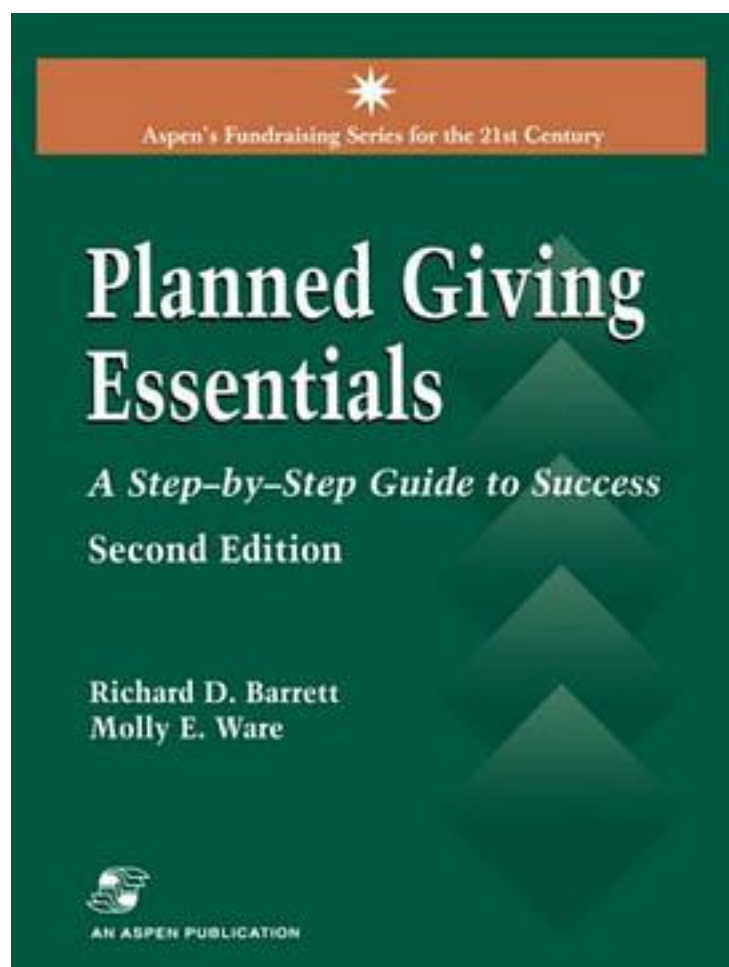


Planned Giving Essentials



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As giving by individual donors continues to increase, it is essential that your organization has a planned giving program. The second edition of this bestseller will

not only provide you with the instruction and tools needed to begin a successful planned giving program, it will also explain in easy-to-understand terms the new IRS tax regulations, and the various charitable gift options, including life insurance and stocks. In addition, a glossary of terms, model letters and policies, sample advertisements, and other tools will help make planned giving uncomplicated and straightforward.

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