

How to Launch and Market a Planned Giving Program at Your Non-Profit

Thank you for purchasing our webinar How to Launch and Market a Planned Giving Program at Your Non-Profit. This document contains all of the information you need to be able to access the webinar and all included items.

Accessing the Webinar

[Click here to watch the webinar](#). If you are unable to click the link for whatever reason, you can also copy the following link and paste it into your browser:

<https://vimeo.com/160102424>

In order to view this webinar, you will need to use the password **LegacyGiving**. The platform we use for our webinars is Vimeo. You can pause, rewind and fast forward the webinar at your convenience.

Remember, you have lifetime access to the webinar, and can watch it as many times as you would like, simply by clicking on the link above.

Accessing the Materials

In addition to the webinar, you are also receiving a packet of materials prepared by course presenter Michael Rosen. You can download those items by clicking on the following links:

[20 Factoids about Planned Giving](#)

[Bequest Potential Worksheet](#)

[Effectively Cultivating Prospects at Little or No Cost](#)

[Securing Planned Gifts with Direct Mail](#)

[Donor-Centered Planned Gift Marketing Book Flyer](#)

[Brain Scan Bequest Study \(Large File\)](#)

You may print these items out for use at your organization.

Questions?

If you have any questions about accessing the webinar, or about what you are learning, please do not hesitate to contact Joe Garecht by [clicking here](#).