

Florida Philanthropic Advisors, LLC

Your source for expert, affordable planned giving advisory services

Twelve Costliest Mistakes in Planned Giving

1. Overlooking past, consistent donors of small gifts.
2. Failing to ask for the gift.
3. Inconsistent or sporadic marketing.
4. Making planned giving a low priority. Waiting to get started.
5. Lack of professional expertise. Trying to do it yourself.
6. Lack of an attractive recognition program.
7. Lack of board involvement.
8. Inadequate marketing budget.
9. Lack of an articulate and compelling case for support.
10. Lack of prompt, professional follow-up.
11. Failing to tell your donors about planned giving opportunities.
12. Lack of support by top management.

PG-COACH can help you resolve these problems and begin bringing in large gifts for your organizations. Give us a call today.

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