

Simplify: A Simple Approach to Building a Sustainable Planned Giving Program

Joseph Tumolo

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Joseph Tumolo : Simplify: A Simple Approach to Building a Sustainable Planned Giving Program before purchasing it in order to gage whether or not it would be worth my time, and all praised Simplify: A Simple Approach to Building a Sustainable Planned Giving Program:

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haveBy WayneOIf you work for, volunteer or if you just have an interest in nonprofit fundraising, this is an excellent resource for you. The best part is Joe takes would could be a difficult subject and makes it easy to understand, and dare I say, fun! Joe is an excellent teacher and it shows in his writing. I have many books on planned giving and fundraising, but when I need to look for a good one, I grab this one first.0 of 0 people found the following review helpful. Valuable and practicalBy David C. HallThis book is a valuable addition to my professional library. It shares practical ideas that can be implemented easily. Successful planned giving need not be complicated. Do a few simple things right, and your non-profit can enhance gift revenue significantly. You can read other books and learn about all sorts of planned gift vehicles later. But first, use these ideas to get your program started.0 of 0 people found the following review helpful. Simple yet Important read!By Tom LigareThis one of the best books for the small and medium sized nonprofits to read. It is an easy read, however, it covers everything a new fundraising team needs to know about setting up a new and sustainable planned giving program. I highly recommend this book to anyone who is involved with charitable giving.

According to a study done by Decima Research, roughly 34 percent of those surveyed said they would consider including their favorite charity in their estate plans. So for every ten donors, three to four said they would be open to a conversation. Sadly, only 17 percent of those donors said that their favorite charity ever asked. Much of what holds people back from pursuing planned giving is that they see it as something complicated, taking a lot of time and way too much effort. Simplify provides a simple approach to planned giving, allowing you to get in the game and get results in a short amount of time. Through a blend of stories and real examples, the author touches on all the aspects of starting and sustaining a successful planned giving program. Joes conversational tone makes this an enjoyable read and is an essential tool for nonprofit leaders, board members and fundraisers.

About the AuthorWith a need for a more relational approach to fundraising, Joe blends his relational sales training and simple planned giving approach to help organizations develop thriving and sustaining planned giving programs. Joe trains fundraisers to move away from transactional fundraising to building relationships that lead to deeper and longer lasting relationships with donors. Those relationships lead to more engaged donors and more planned gifts. Joe has an Associates degree from Montgomery County Community College and a Bachelor of Science from Saint Josephs University in Philadelphia He received his Chartered Advisor in Philanthropy certification from the American College in Bryn Mawr, PA. He lives in the Philadelphia area with his wife Lorraine and the Jack Russell/Hound Dog they rescued, Tye.