

# Donor Seminars That Work Kit



## Learn the secrets of *Donor Seminars That Work*

Now a complete guide for planning and conducting successful donor seminars, based on the Planned Giving Coach's proven formula. Properly done, donor seminars can open up a steady stream of new planned gifts. Our kit includes a comprehensive electronic manual, a CD-ROM with several templates and a PowerPoint presentation.

- A complete e-manual that covers every detail:
  - ◆ Promoting your seminar
  - ◆ Selecting the best location
  - ◆ Choosing the best topics
  - ◆ Selecting and coaching speakers
  - ◆ Working with Sponsors
  - ◆ Conducting Follow-up Activities
- A template for seminar invitations (on disk in MS Publisher)
- A template for follow-up letters (on disk in MS Word)
- A comprehensive seminar checklist
- A Basic Estate Planning presentation (in MS PowerPoint)
- Audio file of John Elbare's Presentation at 2003 NCPG Conference

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