



Planned Giving Roundtable
of Southeast Michigan

How to Manage PG Leads with Ruthless Efficiency

(PG Calc Seminar)

Presenter: Craig Wruck, PG Calc

Cultivating planned gifts is an art. Successful fundraising is a disciplined process. When to “disqualify” a prospective donor is a dilemma because our inclination is to pursue additional cultivation steps that might convert the prospect into a donor. Craig Wruck will share what he’s learned in over 40 years as a gift planner and fundraising executive as he explores ways to improve productivity by ruthlessly disqualifying those who are unlikely to become donors and graciously but efficiently setting them aside in order to preserve precious time and effort for well qualified planned giving prospects.

Thursday, December 19, 2024

Networking & Light Refreshments: 12:30 PM

Program: 1:00 – 2:00 PM

Location: Angela Hospice

14100 Newburgh Rd

Livonia 48154



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RSVP online: www.plannedgivingroundtable.org

Questions: (810) 375-2180 or pgrtsem@gmail.com

This meeting is free to members.

Guests are \$50 – payable in advance; V, MC, D and AE are accepted.