



# Planned Giving Marketing: Tips & Techniques (Panel Presentation)

(A webinar broadcast by PGRT)

Moderator: Rick Kress, ACFRE, Kress Consulting

Panelists: Deborah Odette, Detroit Institute of Art

Rhonda Parker, MSA, Orchards Children's Services

George Westerman, The Children's Foundation

What are the most effective ways to market planned giving opportunities on behalf of your organization? In this interactive panel presentation, you will learn from an experienced group of local planned giving professionals as they share their varied perspectives on the tools, techniques and messaging you can use to identify, engage, and build relationships with planned gift prospects.

**PLUS:** A Tax & Legislative Update by Laura Brownfield, General Counsel  
Community Foundation for Southeast Michigan.

## Tuesday, October 19, 2021



**WELCOME/ TAX & LEGISLATIVE UPDATE: 12:00 PM**

**PROGRAM: 12:15 – 1:45 PM**

APPROVAL PENDING FOR  
1.5 CFRE CE CREDITS

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**FOR SOUTHEAST MICHIGAN**

RSVP online: [www.plannedgivingroundtable.org](http://www.plannedgivingroundtable.org)

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

This meeting is free to members. Guests are \$25 – payable in advance.