



Donor Centric Marketing

(PG Calc Seminar)

Presenter: Andrew Palmer, Director of Marketing Services, PG Calc

Storytelling is important for business, for marketing, and for life in general. A good story, used correctly in planned giving marketing, can be powerful, with the potential for a lasting impact on your program. In this presentation, we will discuss why we love donor stories so much, what gives them their unique power, and how you can improve the use of donor stories in your marketing. You'll hear tips on writing them, as well as how to encourage your audience to see themselves in the stories.

THURSDAY, NOVEMBER 16, 2023

APPROVED FOR 1.0
CFRE CE CREDIT

NETWORKING & LIGHT REFRESHMENTS: 12:30 PM

PROGRAM: 1:00 – 2:00 PM

MENTOR GROUP: 2:00 – 3:00 PM

LOCATION:

THE SALVATION ARMY, 16130 NORTHLAND DR, SOUTHFIELD, MI 48075

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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.