



Planned Giving Roundtable  
of Southeast Michigan

# How to Jump Start Your PG Program: A Case Study

(A webinar broadcast by PG Calc)

Presenter: Jeff Lydenberg, VP-Consulting, PG Calc

Is your planned giving program lagging your expectations? Are you getting lackluster planned giving results? Is your planned giving revenue flat? In this webinar, we will work through a case study drawn from our consulting experience of what can stall planned giving fundraising and cause a decline in deferred gift revenue. Applicable to large and small charities, the case study will cover how to identify what is holding your program back, how to structure a sustainable planned gift fundraising effort, ways to improve efficiency and processes, and how to build institutional buy-in for program support and resources.

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

**Thursday, August 25, 2022**



**NETWORKING/ TAX & LEGISLATIVE UPDATE: 12:30 PM**

**PROGRAM: 1:00 - 2:30 PM**

**MENTOR GROUP: 2:30 - 3:30 PM**

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This meeting is free to members.

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