

“Top 10 Legacy Fundraising Strategies from Scientific Research: National Data & Results from the Lab”

After fifteen years in academic research (plus more than a decade in frontline planned and major gifts fundraising), Professor James brings together scientific results from economics, neuroscience, psychology, demographics, and other disciplines to present the ten most important and effective strategies for increasing fundraising success in planned gifts. Beyond just “war stories,” this presentation gives you a deep understanding of what works – and why- in effective legacy fundraising.