



## ***“Boomer Trillion”***

Andy Ragone

Over \$1 trillion of the coming Boomer wealth transference will be contributed to charitable organizations over the next 20 years. Is your organization positioned to capture its share of that \$1 trillion? With the right marketing strategies in place, you can be. This session will help you 1) identify the trends of the coming wealth transference, and 2) develop an integrated marketing strategy for capturing your share.