

# **“Top 10 Data Driven Planned Giving Concepts for Baby Boomers”**

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This course examines the fundamental concepts and techniques for managing planned giving strategies with the Baby Boomer Demographic (those born 1946-1964). It is valuable for a planned giving officer to understand several aspects of Baby Boomer psychographics, demographics, and behaviors to apply targeted messages and solutions to this critical audience.

Participants will be able to connect the planned giving concepts discussed using new insights to apply these solutions and concepts to the unique attributes of the Baby Boomer Demographic. At the end of the discussion Participants will be able to 1) identify and describe 10 key issues specifically concerning Baby Boomers; 2) evaluate solutions to those 10 issues; and 3) learn ideas to present their own solutions to their Baby Boomer donor base and broader audience.