

“10 Principles for Gift Planning Program Success: Practical Application of CGP’s National Standards for Gift Planning Success”

The National Association of Charitable Gift Planners has recently adopted National Standards for Gift Planning Success (NSGPS). In this session, those principles will come to life as we example ten principles that will ensure gift planning success for all gift planning programs, whether large or small. Whether you are building basic gift planning program or growing an existing program, these principles will allow you to energize your program, focus on a strategy for your work, and engage meaningful long-term gifts for your organization.

In this presentation you will learn:

- Learn more about the resources to build a strong, effective gift planning program and the National Standards for Gift Planning Success
- Learn how to evaluate your gift planning program and create a strategy to strengthen effectiveness and outcomes
- Understand the ten principles that drive success and how to recognize and implement them.