

Legacy Giving Building Blocks - a Simple Approach to Attracting Long-Term Support

Do you worry that your organization will miss out on the intergenerational transfer of wealth? Are you wrestling with how to build your organization's capacity to attract legacy and endowment gifts? Do you feel overwhelmed by planned giving techno-babble? Would you benefit from straightforward strategies to engage prospects? Join Caleb B. Rick, JD and Greg Lassonde, CFRE for this webinar on simple steps you can take to develop a strong foundation for your legacy giving program.

Target Audience

All audiences will benefit from learning how legacy giving is essential to creating long-term mission sustainability.

About the Presenters

Caleb B. Rick, JD, is the founder of Legacy Giving, an adjunct professor of nonprofit Management at Vermont Law School and a nationally known proponent of donor-centered, outcomes based planned giving. He has counseled hundreds of charity leaders on legacy and endowment giving, and spoken at dozens of conferences over his twenty year career.



Greg Lassonde, CFRE, is a co-founder of Legacy Giving, and runs a planned giving consulting practice in the San Francisco Bay Area where he is a frequent presenter on building a significant legacy program on as little as 5% of your time. His nearly three decades of fund development work includes a wide variety of nonprofits agencies. He founded the Basics Course on Planned Giving 11 years ago through the Northern California Planned Giving Council.

