

**Are you a Planned
Giving fundraiser?**

**Are you running your
program off the side of
your desk? Unsure of
how to 'activate' your
program? Wish you
had access to experts
in Planned Giving?
We have the answer.**

PGactivate 

Passionate about planned giving

PGgrowth 
www.pggrowth.com

PGactivate is Canada's first subscription base **Planned Giving service**. It is the most cost effective and accessible way to integrate and activate your own unique program of donor engagement and inspiration to create future gifts of support for your organization.

No more working alone We'll help you create your own comprehensive program supported by our **PGgrowth Senior Consultants**.

No more wondering how you're doing or what to do next Ask our unmatched expert consulting team of highly-experienced Planned Giving specialists a question — any question — and get the advice and direction you need to be successful.

No more unanswered questions, impossible challenges or technical conundrums Track your current pledges on the **PGactivate** dashboard, and project the results of your current program. Then take it another step, add historical data and create your own ten-year cash flow projection.

YOUR Membership to PGactivate includes:

- 1. A customized 'PG Engagement' DM package targeted at your best Planned Giving prospects**
 - A detailed data analysis to determine your best prospects.
 - E-survey activation at the same time as the print package.
- 2. Quarterly Strategic Planning Sessions with a PGgrowth Senior Consultant**
 - Your **PGgrowth Senior Consultant** will work with you on a quarterly basis to assist in the long-term goals, objectives, tactics and measures to position your program.
 - Discuss results, set priorities, discover best practices and benefit from years of technical expertise and practical knowledge.
- 3. Monthly Mentorship Sessions with a PGgrowth Senior Consultant**
 - Monthly telephone meetings with your **PGgrowth Senior Consultant** to review program updates, tactical activity and next steps.
 - Ask questions, prepare for donor visits, discuss estate administration issue and test potential tactics. YOUR expert will be there to help.
- 4. Annual Staff Training Session for your fundraising staff**
 - A customized training session for your organization's fundraising staff to educate and counsel in the 'art and science' of Planned Giving prospect engagement.

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PLUS exclusive additional Member Benefits:

- Ask the **PGgrowth** expert: We have over 200 years of combined experience. Email any of our consulting team and ask them any Planned Giving question.
- A projection of your Planned Giving opportunity and projected ten-year cash flow of what your organization could convert through its program.
- Our Essential Solutions Toolkit includes over 75 marketing documents and administrative forms to ensure your program handles all of its technical and administrative challenges easily.
- A customized Planned Giving Dashboard that provides a projection based on your current pledges.
- Your own Planned Giving Program Flowchart showing current and potential program activity to monitor program gaps and areas of enhancement.
- PG Quote of the Day: thoughtful and funny - an 'insider's' view!
- PG CHAT - a great way to access all your fundraising colleagues.
- PG Career Board: A compilation of opportunities we find from across Canada.
- Planned Giving Events Notice Board and Pre-Registration for webinars, seminars and other **PGgrowth** events.
- Monthly webinars and podcasts on a wide range of Planned Giving topics led by **PGgrowth** experts.
- Exclusive access to ideas and articles on strategy, tactics, and skills.
- Discounts on our annual **PGgrowth** National Symposium on Planned Giving, and on books from Canada's nonprofit sector publisher, Civil Sector Press, and special invitations to other exclusive industry events

**A one-of-a-kind yearly service membership
to activate and enhance your
Planned Giving program for**

ONLY \$7,800 per year.

**At PGgrowth we have over
200 years of combined expert
experience. We are the #1 Planned
Giving consulting firm in Canada.**

We are here to help.

**SIGN UP ONLINE OR REQUEST MORE INFORMATION AT:
www.pggrowth.com**

www.PGgrowth.com



To find out more about **PG**activate
contact any of our
expert consultants
or call our Program Coordinator,
Mary Singleton at 416-267-1287 or mary@pggrowth.com

Vancouver | Calgary | London | Toronto | Peterborough | Ottawa

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