



You're Invited!

Summer 2018 Speaker Program

Program Topics

Making Legacy Asks Through Existing Relationships

Development officers with little or no legacy experience usually avoid planned giving completely. Paralyzed with fear of the unknown they avoid the conversation. "Let the experts handle it." Experienced professionals overly rely on generating qualified leads through marketing and communications. The legacy ask is infrequent at best. Whatever your situation, what's a staff member, professional advisor or volunteer to do?

Move beyond the direct mail check box. Actively make the legacy ask whether you are planned giving staff, a major gifts officer, the sole development person in your shop, a professional advisor, or other type of volunteer. Come hear Greg Lasonde weave the legacy ask and other elements into a presentation focused on leaving behind the old planned giving paradigm of being the "expert" to the relatively new world — legacy giving embraced and practiced beyond the confines of the planned giving officer and development department, and easily incorporated into any size organization.

Banking on the Future: Why Endowments?

This introductory session will provide details on organizational readiness, the administrative components you will need to launch and oversee an endowment, and methods used for building endowment through current and future (legacy/planned) gifts.

Program Details

Thursday, June 28, 2018 | 8:00 — 11:00 AM

Room 122, TMCC Pennington Applied Technology Center

475 Edison Way, Reno, NV 89502

RSVP to inquiries@pgnv.org

More information at PGNV.ORG/EVENTS

Space is limited. Cost is free to PGRT members; \$50 non-members. CEUs available for CPAs, CFPs, and lawyers

Program Speaker

Greg Lasonde, CFRE

Principal, Legacy Giving Specialists

Greg Lasonde, CFRE has been working in legacy giving since 1992. He launched a legacy giving consultancy in 2007 to help build, sustain and audit legacy



giving programs and has built a diverse client base of nearly 70 organizations both nationally, and primarily in the greater Bay Area. He speaks frequently on the West Coast and around the country on legacy giving.

His staff fund-development experience since 1982 covers the full spectrum of programs, executed in a wide variety of nonprofits, from KPFA Radio to the San Francisco Symphony. He is a past board member of the Oakland Zoo Foundation, and past board member and officer of the Northern California Planned Giving Council, Silicon Valley Planned Giving Council, Development Executives Roundtable, Association of Fundraising Professionals – Golden Gate Chapter, Development Exchange, and Youth Radio. He currently serves on the board of Contra Costa Chorale.

The Planned Giving Round Table of Northern Nevada (PGRT) is a local council of the National Association of Charitable Gift Planners. Learn more at pgnv.org