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Planned Giving: A Guide to Fundraising and Philanthropy

Ronald R. Jordan, Katelyn L. Quynn

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Planned Giving: A Guide to Fundraising and Philanthropy Ronald R. Jordan, Katelyn L. Quynn Completely revised and updated, the *Fourth Edition* of this popular resource recognizes the emerging importance of planned giving and the changes that have taken place over the last few years. The new edition now includes a convenient, easy-to-use CD-ROM filled with exhibits, documents, and forms. With a new focus on user-friendly content and helpful insights, tips, warnings, and perspectives, the new edition empowers fundraising professionals with the ability to speak the same language as donors and their advisors, while still keeping their own organization's goals in mind.

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