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Nuances of Planned Giving Programs

Private Wealth Services partner Eric Mann and Associate Gina Shkoukani authored the article “Nuances of Planned Giving Programs,” published by Thomson Reuters Westlaw.

In the article, Eric and Gina explore the importance of planned giving programs for nonprofits, highlighting crucial areas like strategic planning and impactful marketing and communication. Emphasizing the programs’ potential for long-term sustainability and impact, the article advises organizations to align strategic planning with their mission, establish clear gifting policies, diversify planned giving approaches, and enhance communication efforts. By following these principles, nonprofits can adeptly navigate the evolving philanthropic landscape, attract generous donors, and create a lasting impact on future generations.

[Click here to read the article on Reuters.](#)

The publication is also available on Westlaw Today.

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