



LOS ANGELES COUNCIL of
Charitable Gift Planners

LACGP WEBINAR SERIES **SUMMER 2017**

Thank you to our
2017 Summer Webinar Series Sponsor:



Are you ready to enhance your planned giving program this summer? Or, do you want to learn how to incorporate planned giving into your major giving skills? Please join us for the 2017 Summer Webinar Series presented by LACGP (formerly PPP-LA) and sponsored by The Stelter Company. **The Webinars are complimentary and will take place on Wednesday, June 28, 2017, 11:00 am PDT and Tuesday, August 22, 2017, at 11:00 am PDT.**

Debunking 5 Common Myths Surrounding Planned Giving

Presented by Cheryl Sturm, Marketing Research Director, The Stelter Company

Wednesday, June 28, 2017 • 11:00 am to noon PDT

This presentation will use data from the 2016 Natural Marketing Institute's Healthy Aging Database® to provide a new look at common misconceptions regarding planned giving. We will examine mistaken beliefs regarding demographics, and provide practical examples of how your organization can implement strategies to increase significant gifting opportunities.

To join us for this Webinar, register for free by visiting <http://tinyurl.com/debunking5commonmyths>

Data 2 Design: Using Research to Drive the Creative Process

Presented by Nathan Stelter, Vice President of Business Development & Marketing, The Stelter Company

Tuesday, August 22, 2017 • 11:00 am to noon PDT

This Webinar will provide a multi-dimensional view from the new 2016 U.S. Healthy Aging Database study on elements of healthy aging and how marketing may impact the how, when and why of charitable giving. We'll examine real examples of how donors prefer to learn about organizations, and the vehicles best suited to drive strategic direction towards increasing planned gifts.

To join us for this Webinar, register for free by visiting <http://tinyurl.com/data2design>