

## **Benefits of Outsourcing Your Planned Giving Support**

Outsourcing is an efficient and cost-effective way to launch and support a planned giving program, especially for non-profits with limited budgets. Some non-profits have considerable potential for raising planned gifts, yet they lack a cost-effective strategy for getting started. Outsourcing through our **Planned Giving Office** may be the best solution.

Here are several reasons to consider outsourcing:

1. **Cost** -- Fulltime planned giving directors are expensive. With salary, benefits, office space, support and expenses, the cost can easily exceed \$135,000 per year. Outsourcing costs only a small fraction of this amount, as little as \$750.00 per month.
2. **Start-up** -- A new planned giving program, and even a well-established program, may not generate enough activity to keep a fulltime staff person busy, yet is very difficult to recruit and hire a part-time planned giving officer. Outsourcing solves this problem.
3. **No long-term commitment** -- Hiring a fulltime employee is a long-term commitment. Outsourcing can be used on a month-to-month basis, to see how well planned giving works for your organization, *before* you commit to a permanent staff position.
4. **Interim Coverage** -- Even when you have a fulltime planned giving position, it can take several months to find and hire a skilled applicant. During the recruitment process you can keep your planned giving program active with outsourcing.
5. **Technical Support** -- Outsourcing expertly handles the technical side of planned giving. Your development staff can concentrate on building donor relationships, not worrying about the technical aspects of gift planning and administration.
6. **Minimize initial investment** -- With outsourcing, you can confidently start a planned giving effort with your current staff, keeping your initial investment to a minimum. You only pay for the service you actually use.
7. **Full Service** -- With outsourcing, you can quickly start an effective planned giving program. Our **Planned Giving Office** will provide you with a marketing plan, an operations manual, a prospect management system and basic staff training. We guide you every step of the way and continue to provide a safety net.
8. **Recruitment** -- Even if you can commit to a full-time position, our **Planned Giving Office** can help you set-up your planned giving program before your new staff person starts, and we can assist you in finding and selecting a candidate who will be qualified for the position.

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