

**Gloria Jara**, Senior Planned Giving Officer for Make-A-Wish Foundation of America.

Gloria has been a planned giving officer for two years and has been working with national programs. Gloria has overseen a program in which the planned giving society consisted of over 540 members. Gloria is dedicated to helping new planned giving officers connect together, explain how reaching out to a senior level planned giving officer helped to achieve success in her program and how planned giving can be incorporated to positions who work with planned giving for a small percentage of their job.