

Subject: PG Tip from Leave A Legacy® - 2010 Symposium

Dear Leave a Legacy® Partner:

It's the same trick, really.

You attend a great conference and connect with good people. You share stories, exchange ideas, gain insights, make mental notes and start a 'To Do' list. You get energized. You're reminded why you do this work and you commit to putting the new ideas into action.

And then? You're back at your desk. Reality hits.

The 2010 Summer Symposium brought together many of the area's most devoted planned giving practitioners, with presentations by such national figures as Penelope Burk, Craig Wruck and Bill Sturtevant. Additional presentations by local and national experts were divided among three tracks: Fundamentals, Intermediate and Advanced/Technical tracks. Good questions were raised. Lots of notes were taken.

What we now do with these ideas will go a long way toward determining the value of the Symposium. It's like a great vacation, where you return committed to sustaining the clarity a great vacation can provide, even as life kicks its way back in. Balancing good intentions with the demands of life. It's the same trick.

If any core theme ran through this year's Symposium, it was the importance of donor relationships. Planning techniques exist, but they serve these relationships. They don't create them.

Leave A Legacy® remains an effort to build awareness around estate giving. Only a tenth of people who give during life make any charitable provisions through their estate plans. If we're more educated in our efforts – both the 'whys' and 'hows' of Planned Giving – we're better prepared to close this gap, strengthening the organizations we serve.

Even if you couldn't attend the Symposium this year, you likely know several people that did. Buy them coffee. Suggest a lunch. Pick their brains for ideas they found particularly helpful. You'll help them stay focused by giving them a chance to share what they learned. And you'll gain useful insights. Use the [Leave A Legacy® website](#) as well. It features great ideas and helpful reminders.

Translating the value of a Symposium experience will help you build upon the good work you're already doing. It can be tricky, but it's entirely possible, in ways large and small. It just takes the focus.

Thank you, as always, for your efforts to strengthen the communities we all share.

Sincerely,

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