



Planned Giving: Management, Marketing, and Law (Wiley Nonprofit Law, Finance and Management Series)

Ronald R. Jordan, Katelyn L. Quynn

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The Third Edition of this popular resource recognizes the emerging importance of planned giving and the changes that have taken place over the last few years. "Planned Giving" empowers fundraising professionals with the ability to speak the same language as donors and their advisors while still keeping their own organization's goals in mind.

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