

Project Ploughshares' Donors Show Strong Commitment during Legacy Leaders Program

TORONTO, Ontario (June 2, 2011) — Project Ploughshares, an organization dedicated to the prevention of war and armed violence and the peaceful resolution of global conflict, recently completed a very successful planned giving program with Legacy Leaders.

The small direct mail/phone bequest program developed over 100 individuals and/or couples who expressed a commitment to leave a planned gift to Project Ploughshares. The program converted at 30.7% with a future potential bequest revenue of over \$1,500,000 for the organization. The feedback from the donors contacted showed there is a strong propensity for planned giving, ensuring the extended capabilities of Project Ploughshares' mission far into the future.

Nancy Regehr, Associate Executive Director for Project Ploughshares, commented on the success of the Legacy Leaders Program:

"We were very pleased about every aspect of our Legacy Leaders campaign. The team at Legacy was exceptional at building a very emotional and donor centred program for us. Project Ploughshares feels confident that we have a great plan in place to reap the rewards from the Legacy Leaders Program for years to come. Our donors are very committed to our mission and show support in many ways and we are very thankful that they also want to remember us in their estate plans. I highly recommend Legacy Leaders for any charity or non-profit who would like to better position their organization for future and sustained growth."

For more information visit www.legacyleaders.com. To learn more about Legacy Leaders' customizable planned giving programs schedule a no-obligation presentation by emailing gchialtas@legacyleaders.com.

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