

## **The Windsor Regional Hospital Foundation Kick Starts Planned Giving Program with Legacy Leaders**

**Toronto ON., August 19, 2009** — The Windsor Regional Hospital Foundation commissioned Legacy Leaders to discover their donors propensity to leave a planned gift through a Planned Giving Pilot Program. A Pilot Program is designed to invigorate and strengthen a Foundation's current planned giving program at a marginal expense.

The 500 Lead Program concluded this past April and uncovered vital information that will prove useful to the Foundation for the further growth and development of their planned giving program. The campaign uncovered 86 positive bequest intentions from the 357 donors reached by Legacy Leaders for a donor-centred/sensitive conversation on planned giving. The program converted at 24.1% and it is expected to generate up to \$1,720,000 in planned giving revenue for the Windsor Regional Hospital Foundation.

Kim Willis-More, Manager of Philanthropy for the Foundation had this to say on the success of the campaign:

*"Windsor Regional Hospital contracted Legacy Leaders with the goal of kick-starting a pro-active planned giving program. A pilot program was initiated with 500 individuals contacted in spring 2009. It was a pleasure to work with the Legacy Leaders team throughout this process. Their professionalism and level of experience were instrumental in the success of the campaign. Eighty-six donors indicated strong interest in making a legacy gift to Windsor Regional Hospital with planned gift expectancies of \$574,000 to \$1,720,000.*

*Legacy Leaders allowed us to identify legacy donors who we can now actively steward. We would definitely recommend Legacy Leaders to anyone who wants to move their planned giving program forward. I look forward to working with them again in the future."*

Legacy Leaders now provides an accurate planned giving simulation for charities interested in their planned giving potential. Determine your planned giving possibilities and ROI through a cost effective Legacy Leaders program. For more information on how Legacy Leaders can benefit your organization's planned giving expectancies, visit the Legacy Leaders website at [www.legacyleaders.com](http://www.legacyleaders.com). Or to schedule a no obligation presentation to learn more about Legacy Leaders' customizable planned giving programs, email [gchialtas@legacyleaders.com](mailto:gchialtas@legacyleaders.com).

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