

PG-13
Georgia Planned Giving Council (GPGC)

WHAT IS PG-13?

Informal bi-monthly study-group workshops with topics of interest to planned giving. PG-13 is held during the months in between GPGC programs. Some topics include:

- Instrument/Vehicle education
- Ethics
- Best Practices (Running a PG department, Marketing, Back Office, etc)
- Stewardship case studies
- Valuation issues
- Leave a Legacy

HOW DID IT START? NEW TRENDS?

PG-13 started in 2002 as a bi-monthly back-to-basics study group of 13 Planned Giving professionals who were newcomers to the field. The recent trend has seen an increase of attendance; 35-40 new and seasoned Planned Giving charitable and professional advisors. About half of the attendees at each program are current GPGC members.

HOW ARE PARTICIPANTS RECRUITED?

E-mail blasts are sent to the Planned Giving Council membership list and all past attendees of programs, meetings and events.

WHERE DO WE HOLD PG-13? IS THERE A COST?

Local charities host the program, provide breakfast and have the opportunity to present their organization. The program is free for Council members. There is a charge for non-members.

WHO RUNS PG-13?

Two members of the Council Board are the chairs of the program. One is a professional advisor and one is a charitable advisor. Currently a small committee has been recruited from attendees.

FOLLOW-UP?

Each participant is sent a follow-up letter for GPGC membership purposes by the membership chairs.

FEEDBACK/COMMENTS:

- Non-threatening environment
- Opportunity for mentorship
- Great way to share best practices
- Local charities get exposure to a diverse group
- GREAT for membership recruitment
- Speakers are local, time for one-on-one time
- GREAT networking

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