

Using Technology to Help Engage and Retain Members

June 13, 2008
NCPG Leadership Assembly

The PGGNE Strategic Plan

The Planned Giving Group of New England's strategic plan, adopted in 2006, addresses ways to deliver quality educational programming that will meet the needs of members. PGGNE's membership is spread throughout the six New England states, so time constraints and travel costs curtail some members' attendance at monthly meetings in Boston. Members range from long-time planned giving practitioners at large institutions such as Harvard University and Mass. General Hospital to development professionals in one-person shops at community health centers and small arts organizations.

The strategic plan has focused Board action in three areas:

(1) Technology

- Website
- Electronic member directory
- MP3 downloads

(2) Innovation in Program Delivery

- "Basics" track
- Remote programming
- Collaboration with other organizations
- Virtual seminars

(3) Transparency

- Board visibility and accessibility
- Membership benefits
- Newsletters
- Reporting at monthly sessions

For more information visit: www.pggne.org

