

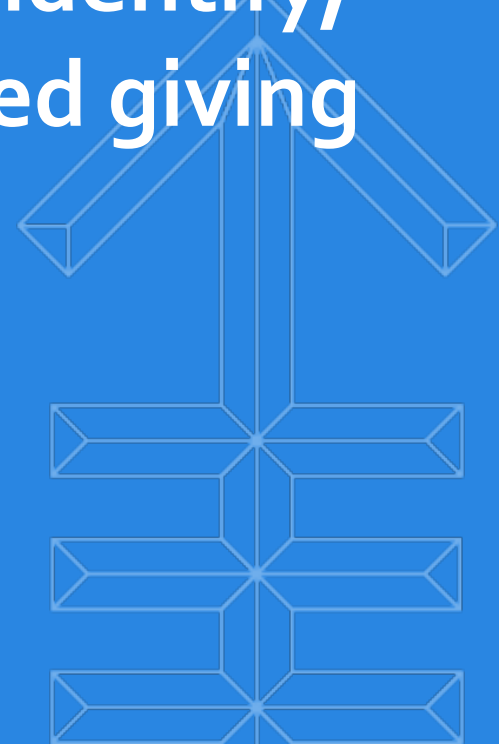


Memorial Sloan Kettering  
Cancer Center™

# Planned Giving at MSK:

A multichannel approach to identify,  
steward and cultivate planned giving  
donors and prospects

Stacy Angarola  
Office of Planned Giving  
Memorial Sloan Kettering Cancer Center



# Agenda

## Overview of Session

About Planned Giving & PG at your organization

## Planned Giving Donor Profile

- From prospect to gift realization

## Who are the best PG Prospects?

- Database Management /Analytics

## Marketing & Stewardship

- PG message across many channels including a look at the MSK planned giving video



# Overview of Session

- Sharing techniques used at MSK in Planned Giving to hopefully generate ideas that can be applied to your organization
- Focus on.....
  - Identifying new planned gift expectancies
  - Stewardship of these donors so they keep the organization in their plans, and even expand or increase these gifts
  - Educating and generating leads and prospects
- Please interrupt and ask questions along the way!

