



LEAVE A LEGACY™

A Program of

CAGP • ACPDP™

CANADIAN ASSOCIATION OF GIFT PLANNERS

ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNS PLANIFÉS

LEAVE A LEGACY™ Stories and Stats – March 2011

DID YOU KNOW?

According to a recent study by Convio, HJC New Media and Stratcom Strategic Communications, *The Next Generation of Canadian Giving*, Canadians are more likely than Americans to donate to charity via a monthly giving program. Findings also noted that mainstream media is where most Canadians of all generations first learn about a cause they later support.

This was an inter-generational study of 1500 Canadians and was offered to donors in both English and French.

For more information on this study and for further findings, please [click here](#).

Send in your donor stories today! If you have a donor story to share and would like to see it posted in the News section of the LEAVE A LEGACY™ website or an upcoming Stories and Stats, please contact Jennifer Paradis, National LEAVE A LEGACY™ coordinator by email – leavealegacy@cagp-acpdp.org, or by phone, 1-888-430-9494 ext. 3.