



# CAGP-ACPD<sup>TM</sup>

## The **Top 6** Webinar Series

### **W1: Legacy Marketing - Are YOU in the Game or on the Bench?**

**January 11, 2012 at 12p.m EST**  
**Helen DeBoer-Daggett**

#### **Webinar Description:**

You can't just sit in your office and do things the same old way. Demographics are changing. Expectations are changing. How people interact with you and your charity is changing. Are you in the game or on the bench? Assess your marketing strategies by attending this webinar where you'll get the play-by-play on the latest and greatest ways to score in Legacy Giving.

#### **About Helen:**

Helen is considered one of Canada's inspirational and progressive leaders in Legacy Giving. With over 12 years of fundraising experience, she is currently the Legacy Giving Manager at The Scarborough Hospital Foundation in Ontario and editor of Gift Planning in Canada newsletter.

She is faculty for the Canadian Association of Gift Planners - teaching the Original Canadian Gift Planning Course annually. Her gift as a story teller and organic fundraiser will help fundraisers discover new and creative ways to advance Legacy Giving in their programs.



Helen DeBoer-Daggett

