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## Your Greatest Fundraising Fears: Legacy Gifts

Topic: Planned Giving (PG)

Are you a fundraiser who avoids legacy discussions? If so, you are potentially leaving a lot of money on the table. Learn how every fundraiser can engage in conversations with ease and simplicity that are usually left to planned giving officers, and how to leverage those conversations into larger gift asks, outright asks, and/or combination gift asks without losing any current annual gifts.