



## Planned Giving Marketing Solutions Partners with LifeHelp

*'Online' Charitable Giving Program Empowers the Mid-Donor To Create a Major Gift*

Carpinteria, CA ([PRWEB](#)) November 02, 2011 -- [Planned Giving Marketing Solutions](#), LLC recently partnered with [LifeHelp](#) in Redding, California to function as the 'Third Party Administrators' for the [Legacy Life Giving](#) Program. The partnership is designed to facilitate gifting of life insurance policies from donors to nonprofit organizations nationally.

The Legacy Life Giving program was established in 2009 to facilitate gifts between donors, insurance carriers and nonprofit organizations. It is a simple and reliable way for nonprofits to provide donors with a charitable giving, life insurance option. Most importantly, the nonprofit is guaranteed to receive the donation as intended by the donor.

Any nonprofit that solicits and accepts 'bequests' should consider including the Legacy Life Giving program as an attractive alternative to a bequest. Many committed bequests are never received by the nonprofit for many reasons. A Legacy Life Gift is guaranteed to go to the nonprofit of choice.

An example of the way [Legacy Life Giving](#) works is an average mid-life donor who buys a life insurance policy worth \$25,000 will pay \$1,214 per year for five years and can name their favorite charity as beneficiary. The ability to move from a mid-level donor to a major contributor makes a big difference to a nonprofit. In addition, this type of gift is tax deductible and does not take away from a current estate or heir's inheritance.

Making a gift of a life insurance policy as an individual is possible but often complicated, time-consuming, costly, and less certain to be completed or received by the nonprofit. The key parts of the process typically involve a licensed insurance agent, a financial planner, an insurance carrier, and a lawyer. Legacy Life Giving makes an easier solution by making the donation of a life insurance policy much easier and at no additional costs to the contributor.

Once the policy is assigned to the nonprofit, the nonprofit becomes the permanent owner and beneficiary of the policy. [LifeHelp](#) provides administration for the policy for the life of the donors, and the nonprofit receives an annual statement of cash values and face amount of the policies.

### COMPANY INFO

Planned Giving Marketing Solutions, LLC specializes in the facilitation of life insurance gifts between donors, insurance carriers and nonprofit organizations. PGMS is located at 1056 B Eugenia Street, Carpinteria, CA. Products are offered in most states by Tom Ligare, CA DOI # 0F26541 Legacy Life Giving is a trademark of PGMS. Tom Ligare is a member of Financial Services Professionals and the Association of Fundraising Professionals. Nonprofits or individuals interested in participating in the Legacy Life Giving program can contact PGMS at (800) 579-4070 or [tligare\(at\)plannedgivingmarketingsolutions\(dot\)com](mailto:tligare(at)plannedgivingmarketingsolutions(dot)com).

Tom Ligare

Contact:

Tom Ligare, CLU, President

Planned Giving Marketing Solutions, LLC

Phone: (800) 579-4707