

Viken Mikaelian, Founder

In 1999, Viken co-founded VirtualGiving.Com, the first company focused specifically on "Bringing Planned Giving to the Internet." Since then, VirtualGiving has helped over 400 non-profits get their planned giving programs on the Web, published numerous white papers, and conducted various national surveys to help you and your peers.



Viken is also the founder of Planned Giving.Com, LLC, which is a powerful resource with ready-to-go, downloadable planned giving content for *all* gift planners. He is also publisher of Planned Giving Tomorrow, a quarterly publication packed with planned giving marketing ideas for all fundraisers — not just planned giving executives.

Viken is a graduate of the University of Pennsylvania. His major area of concentration for the past 19 years has been development communications, producing over 1600 publications for capital campaigns and planned giving programs. His former marketing firm's portfolio includes numerous awards, including five from CASE.

Viken's expertise in combining planned giving principles with marketing and technology tools to explain planned giving to the lay prospect continues to be his driving force in the gift-planning community. In the past 9 years alone, Viken has presented at over 220 planned giving councils, AFP and AHP chapters, foundations and banks, including 4 presentations at PPP (formerly National Committee on Planned Giving).