



Planned Giving Roundtable
of Southeast Michigan

Empowering Impact: Educating Stakeholders to Unlock the Potential of Planned Giving

(Seminar)

Presenters: Deborah Odette and George Westerman

We know the power of planned giving—how it builds sustainable revenue and fuels your mission's future. After all, it's our job. But do others in your organization see it the same way? Too often, planned giving lives in a silo, championed only by those who “get it.” Wouldn't it be great if our coworkers, leadership, board and volunteers also appreciated its potential, becoming both ambassadors and allies?

In this session we'll explore practical strategies to turn colleagues into advocates—from resistant board members to disengaged frontline staff and more! Learn how to educate and activate diverse stakeholders throughout your organization, so that planned giving becomes not just our job—but a shared and valued priority.

Thursday, October 23, 2025

Networking & Light Refreshments: 12:30 PM

Program: 1:00 – 2:00 PM

Location: Trinity Health Oakland Hospital
44405 Woodward Ave., Pontiac, MI 48341



Pending Approval
1.0 CFRE CE Credits

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RSVP online: www.plannedgivingroundtable.org

Questions: (810) 375-2180 or pgrtsem@gmail.com

This meeting is free to members.

Guests are \$50 – payable in advance; V, MC, D and AE are accepted.