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Liberty University

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Planned Giving Department celebrates banner year

July 18, 2008 | Mitzi Bible

Liberty University's Planned Giving Department has reported a record amount of funds raised during the fiscal year that ended June 30.

Last year, funds totaled just over a record \$9 million. This year the amount was well over \$18 million.

The department services donors who choose to put money into a charitable gift annuity or a charitable trust with LU or have designated Liberty University in their wills or their life insurance and retirement plans.

"This department is successful ... by making visits, phone calls and building relationships," said Tom Arnold, director of LU's Planned Giving Department. "With that, you become part of their family, and they become part of our family."

The department's six planned giving officers made 13,263 phone calls to donors or potential donors last year and made 769 visits. Other than calls to set up or service an account, they also call on birthdays, anniversaries and other special occasions. They travel to donors' homes all over the country in their respective territories.

Arnold said there's another reason for the department's success: "We start every morning in here with a prayer and devotional — the whole department. I believe God honors that."

For more on Planned Giving to LU, go to www.lugiving.com or call (800) 543-5309.