



PURPOSE

Founded in 2004, Planned Giving for Portage County is an alliance of non-profit organizations and professional advisors who are focused on educating our community on the value of planned giving.

ORGANIZATIONAL STRUCTURE

Planned Giving for Portage County is a coalition directed by a Steering Committee, which includes volunteer representatives from area non-profit organizations and local professional advisors who are committed to actively participating in one of the following task forces:

Education Task Force

This working committee utilizes its combined expertise to coordinate and provide educational presentations and seminars to the non-profit sector, professional advisors, and the public regarding the purpose and benefits of planned giving, as well as the purpose of PGfPC. They coordinate production and maintenance of the Professional Advisory Directory, and provide technical support for marketing pieces.

Marketing Task Force

This team is responsible for creating and maintaining a consistent organizational identity for PGfPC. They utilize their talents and creativity to encourage planned giving by the public through coordinating local and regional messages, managing media relations on behalf of the organization, and following promotional opportunities as they arise.

Other Task Forces may be developed as needed.

For more information, please contact:

Fred Hebblewhite, Steering Committee Member
United Way of Portage County
1100 Center Point Drive, Suite 302
Stevens Point, WI 54481
(715) 341-6740 • fhebblewhite@unitedwaypoco.org