

121 stations responded to an August 2010 planned giving survey distributed to over 200 university, college, school district, and state agency licensees of public radio stations.

49.5% responded that they receive planned giving help from their licensees. Still in the areas of planned giving support 51% to 62% of the stations need assistance, including basic planned giving training, forms, market support, gift proposals and technical support, and best practices for stewardship. Only 9% of the stations indicated they did not need help in these areas. Examples of the varied remaining comments covered the need for more station personnel in order to focus on planned giving. Assistance is also needed to research and find prospects, and for legal help.

Regarding an interest in offering gift annuities and trusts if administered by a minimal-cost, outside agency, only 12% of the stations said yes. 47% said no or their licensee would not allow this arrangement, and 42% responded with "maybe."

**University  
Station  
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A grassroots initiative for  
university-licensed stations

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