

Viken Mikaelian is co-founder of VirtualGiving, the first company that brought planned giving to the Internet. VirtualGiving has helped over 800 non-profits get their planned giving marketing efforts off the ground.

Viken is also Founder and CEO of PlannedGiving.Com, an online resource of downloadable planned giving content, and publisher of Planned Giving Tomorrow, a quarterly newsletter for fundraisers at all levels.

Many people make a living by complicating planned giving. Viken makes his living by keeping it simple.