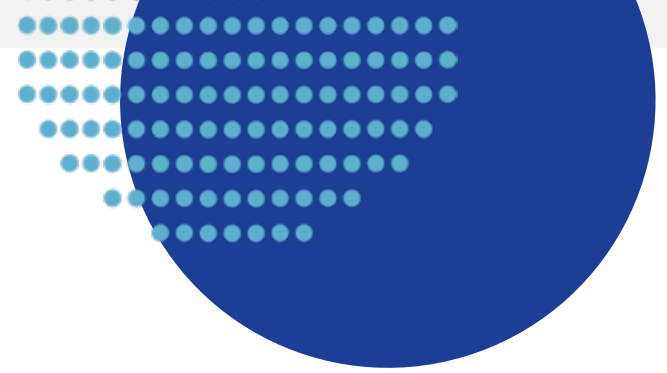


We'll get started soon!



- Use Firefox or Chrome browsers for best results.
- We will send a replay recording tomorrow.
- Enter your questions in the chat area throughout the webinar.
- For connectivity issues, use the red “Reconnect” button at the top of the screen.

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EVERYDAY PLANNED GIVING, LLC

LEGACY GIVING ESSENTIALS

How to Engage Your Board in Legacy Giving

Presented by Lori Kranczer

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You are in the right place if

- You understand that legacy giving is an important part of a fundraising program
- You understand your board is the foundation of a successful program
- You want to learn why the board is instrumental to your legacy program and learn some tactics of how to improve their engagement

What you will learn today

- Why legacy giving is vital to the organization
- Why your board is key to a sustainable program
- Identify your board's style and interest
- Ways to involve your board depending on their interests

What is Legacy Giving?

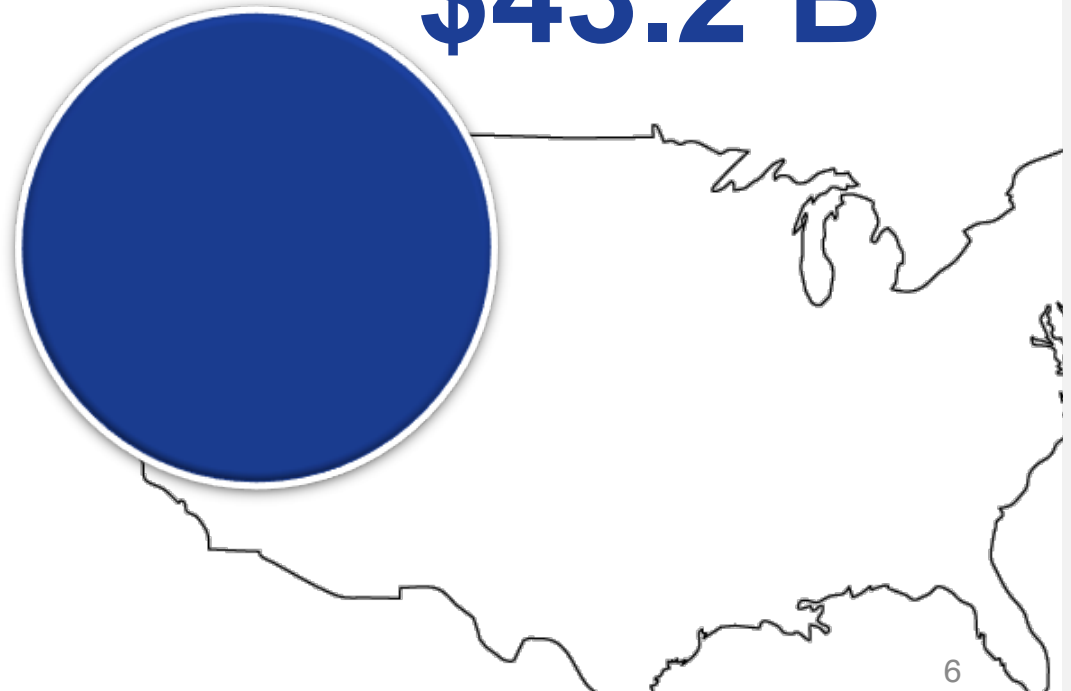
- Impactful gift
- Donor-centric
- Uses all assets and complex planning
- Current or deferred

Why Legacy Giving?

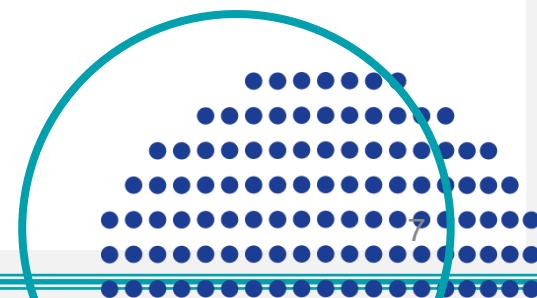
- Charitable bequests represent 10% of US fundraising in 2019
- This represents \$43.21 billion

\$43.2 B

SOURCE: GIVING USA 2020



Gift Progression



Why Legacy Is Important For Organizations

Larger gifts

Knowledge of a pipeline of significant assets

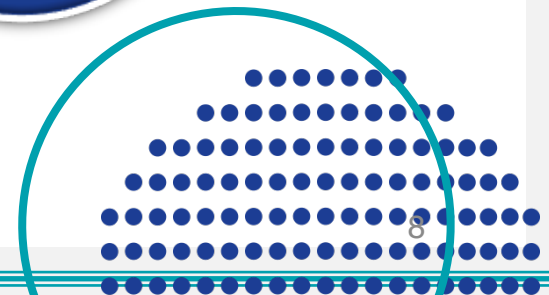
Budget relief

Grows the endowment

Broader base of donors

Financial security for the future

Enhanced relationship





Quick Poll:

Is your board **involved** in
legacy giving or **not**
involved?



Board Responsibilities

- Fiduciary
- Donor
- Solicitor

Board Fiduciary

- Their role as a fiduciary can include responsibilities use as, ensuring adequate resources, managing them effectively and strengthen the organization's programs and services.
- Legacy giving is an essential part of these. For example, endowments, investment policies and gift acceptance policies are all within the scope of the board.

Board Donor

- Legacy donors are the organization's most engaged donors
- Legacy giving should be an expectation of the board
- Board giving policy

Board Solicitor

- Gray area – depends on your board and their expectations
 - Assuming there is an expectation to “get” gifts, the board should have a portfolio of legacy prospects
 - Even without the expectation to get, they should be expected to solicit each other - no self-solicitation for legacy gifts.

What's Your Board's Style

- Numbers
- Mission

Numbers

- What motivates them?
- What types of reports interest them?
- Are they numbers and results driven?

Mission

- What motivates them?
- What types of reports interest them - programs, people?
- Are they storytelling and mission driven in results?

Involving Your Board

- Depending on your board, you will need to adjust your pitch, reporting and training to them

Ways to Involve Your Board

- Reporting
- Training
- Solicitations
- Committees
- Recognition

How to Get Your Board Involved

- Start with your Board Chair
- Work your way through the executive committee and the development committee
 - Keep going? Finance committee, investment committee, budget committee
- Goal:
 - An ambassador – you need at least one (good) one.
 - Someone to stand up at meetings, speak with prospects; solicit board members, review policies



You are going to change the culture of your organization from transactional giving to philanthropy

Key points

- Legacy giving is the best way for your organization to be secure financially for the future
- Your board is essential to the growth of your program
- Understand your board's style and interests to begin to engage them more in legacy giving

Questions?



Here is where you can find me



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