

EVERYDAY PLANNED GIVING, LLC

LEGACY GIVING ESSENTIALS

Legacy Fundraising – How it will help you raise money

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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 want to know HOW to start your planned giving program.
- You want to jumpstart your program the right way.



What you will learn today:

- Why legacy giving is vital to the organization
- Why you want a **sustainable** program
- Which key areas to concentrate on when building your program
- Quick first steps



What is Legacy Giving?

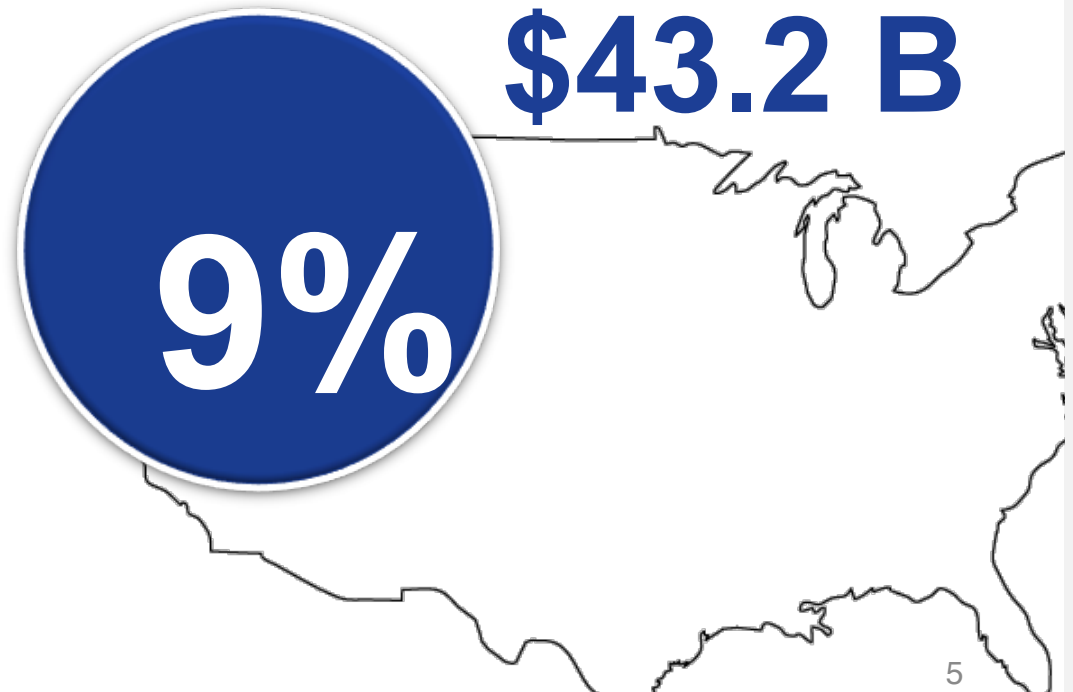
- Impactful gift
- Donor-centric
- Uses all assets and complex planning
- Current or deferred

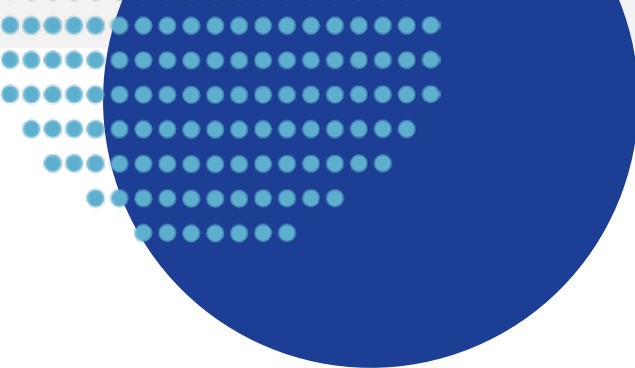


Why Legacy Giving?

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

SOURCE: GIVING USA 2020





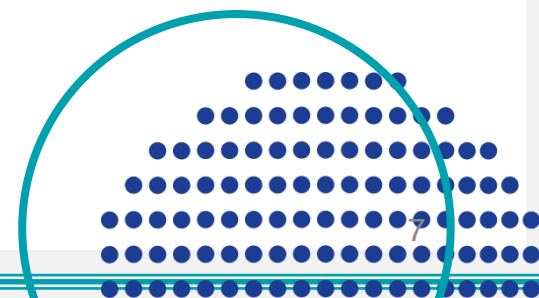
**Quick Poll: Are you
starting to **plan** a legacy
giving program or **grow**
an existing one?**



Plan or Grow?



Gift Progression



Why Legacy Is Important For Organizations

Larger gifts

Knowledge of a pipeline of significant assets

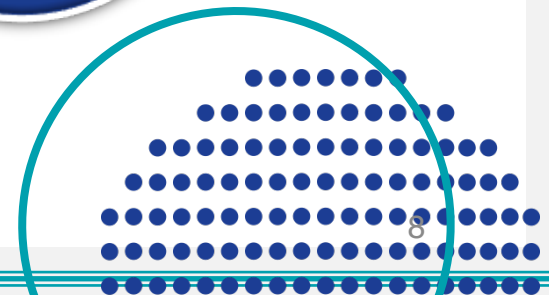
Budget relief

Grows the endowment

Broader base of donors

Financial security for the future

Enhanced relationship



Why Legacy Is Important For Donors

Values

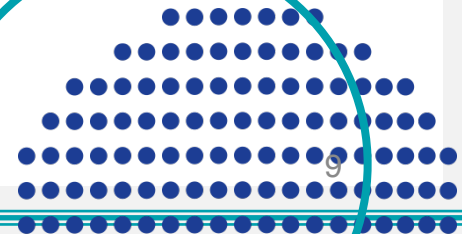
Engagement

Different
Assets

Recognition

Family

Tax and
Financial
Benefits



1. Your Board

- 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



2. Marketing

- Legacy giving is a marketing driven program.
- The messaging needs to be everywhere.
- The crucial first step is an effective case statement.



You will use it for your marketing.

- Your case statement will have a focused future need. You can take that information and turn it into:
 - Brochure
 - Tagline
 - Direct mail letters
 - CTA
- Increasing your donors' awareness leads to more conversations. More conversations lead to more gifts.



You'll be able to ask for legacy gifts.

- It will give the reasons why LEGACY and not ANNUAL.
- It will talk about your successes and your challenges.
- It will talk about your future and where you are headed.
- It promotes deeper connection and better conversations with donors.
- Better conversations lead to more gifts.

It will keep you focused.

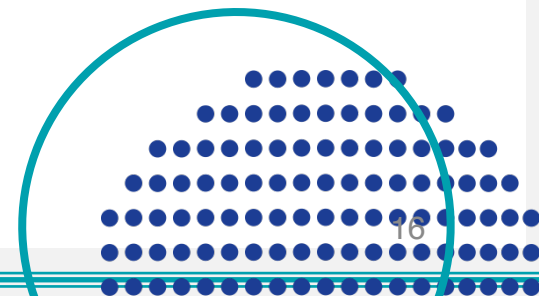
- What do you need for the future?
- When and how much?
- It can be used to develop categories of funding
- It can be used to strategize your conversations.
- Having strategic conversations will save you more time,
- Saving time can lead you to more conversations with donors (and more gifts)

It will keep you consistent.

- Staff will understand the future needs of the org.
- Staff and leadership will be on the same page.
- Marketing message will be the same.
- Donors will understand why you need legacy gifts.
- Clarity increase conversations which leads to more gifts.



Questions?



Third: **Your Donors**

- Engaged
 - Board (past, current and future)
 - Volunteers
- Aging
- Women
- Higher education
- No children
- History of long-term giving



How to find your legacy prospects

1. Board
2. Other leadership
3. Planned Giving prospects
4. Major gift donors connected to particular program
5. Past capital campaign donors
6. Longevity and frequency of giving
7. Other factors – age, wealth, location, etc.



The Legacy Conversation

- Understand why people make a legacy gift.
- Connect their passion to their gift.
 - E.g. What does the organization do that is most important to you?
- Bring up Legacy.
 - E.g. you have devoted your time and given generously over the years. Have you considered what your legacy will be?
- Yes, no, conditions, objections.



Bringing up Legacy

Bringing up Legacy (in general)

- Many donors want to ensure the programs they care about continue into the future. Legacy gifts will do that.
- A commitment to philanthropy helps shape our lives. How has ORG affected yours?
- We have started to build a legacy program – what are your thoughts about it?





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

4: Systems, Policies and Processes

- Beginning of the program
 - Policies -- Gift acceptance, endowment, investment
 - Materials – marketing, sample bequest language, DOI, endowment agreement
 - People – solicitations, research, pulling reports
- During the gift cycle
 - Moves management
 - Advisors
- After the gift closes
 - Systems – data entry, donor acknowledgement, stewardship, investment of funds



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
- A case statement will supply most of your marketing needs
- Your best donors are your most engaged donors
- Set activity goals to create an overall legacy giving program system



Next Steps – Donor Conversations

- Identify a board ambassador
- Craft your case statement
- Identify your most engaged donors
- Look at your “back office” – where are the gaps?



Questions?

- Join Boardable next month!
 - Board Recruitment Basics with Adriane Johnson-Williams
 - October 20 at 2PM ET
 - Registration at boardable.com



Here is where you can find me



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