

Legacy Giving Building Blocks

A simple approach to attracting long-term support

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Greg has a wide variety of clients in the Bay Area and draws on 28 years of fund development experience in all areas of fund raising, and from small to large shops.

The Building Blocks Approach

- Easy to understand
- Defines legacy giving goals
- Engages organizational leaders
- Identifies prospects & cultivation strategies
- Helps steward relationships
- Promotes outcomes-based communication
- Simple plan for creating successful program
- Promotes organizational culture that values, emphasizes and encourages long-term support

How Do You Define Legacy Giving?

- To convey one's values through creation of a future gift to charity
- A foresighted action to strengthen a favorite cause

Legacy Gifts

- Examples include:
 - beneficiary form designation
 - will
 - trust
 - life-income arrangements
 - endowment gifts
- They can be created by:
 - Any individual
 - At any point in his/her life

Simple & Easy Via Beneficiary Form

- Savings account
- Checking account
- Stocks or bonds
- IRA or pension
- Life Insurance policy
- Annuity

More Complicated Types

- Will or living trust
- Charitable gift annuity
- Life income trust
- Many others

Tremendous Opportunity

- Seven out of ten Americans make gifts to charity during their lifetime.
- Yet fewer than one in ten leaves a gift to charity in their will or trust. Why?
- It never occurs to most of us because we haven't been asked!

Why Aren't More Charities Promoting Legacy Giving?

- Uncertain why it's important
- Subject matter perceived to be too difficult
- Concern that it takes a lot of staff time
- Fear that it requires a large budget
- Misconception that only wealthy individuals create legacy gifts
- Unsure how to create board / staff support

What Does Your Organization Need To Build A Legacy Giving Program?

- Understand why legacy giving is important
- Willingness to talk with others about legacy giving
- Commitment to celebrate legacy gifts and the individuals who create them

What Are The Measures Of A Successful Legacy Giving Program?

- Annual goal for people you speak with
- Recruitment goal for your legacy donor society
- Legacy giving = organizational priority, not simply a development office responsibility

Why Are Legacy Gifts Important?

- Almost everyone is a prospect
- For most people it's the largest gift they make
- It has the lowest cost of fundraising
- Legacy donors make larger annual gifts
- Only a small percentage of donors have been asked
- Wide variety of gift options, many easy to create
- Only revenue that increases during recessions
- Staggering transfer of wealth in next 50 years

Why Do People Create Legacy Gifts?

- Express appreciation to a charity that served them
- Support and sustain organizations they care about
- Reflects a cultural, ethical or religious value
- Meets a need of the community
- Memorialize themselves or a loved one
- Serves as an example to future generations
- Creates something of beauty
- Accomplishes planning and financial benefits

Seven Building Blocks

Mission, Legacy Giving & Endowment

Understanding why legacy giving is important

Case

Describing how legacy giving is important

Leadership

Involving board & staff leadership in your program

Prospects

Identifying and approaching the best prospects

Stewardship

Fostering and supporting relationships with your supporters

Communications and Marketing

Sharing your story and promoting legacy gift opportunities

Program Plan

Defining and building a plan for sustainable revenue

Why Building Blocks Approach Works

- Emphasizes sustainability and resource management
- Articulates long-term objectives and outcomes
- Engages volunteers, supporters and staff
- Focuses on relationships, not techno-babble
- Promotes appreciation of donors on an ongoing basis
- Communicates how legacy giving impacts mission
- Provides a plan for creating a sustainable program

For more information and resources:

www.greglassonde.com

www.legacygiving.com