

**How To Make the Planned Giving Ask through Existing Relationships  
Primer Program; NCPGC / AFP-GGC; June 13, 2013**

**Why Aren't You Making Legacy Asks?**

**Identify Five Suspects Now**

**Next Step(s) in Tracking Data**

**First / Next Volunteer Candidates**

**Changed Your Mind?**

How to Make the Planned Giving Ask through Existing Relationships  
Northern California Planned Giving Council  
Association of Fundraising Professionals,  
Golden Gate Chapter  
Primer Program – June 13, 2013

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#### Key Points

Those with little or no experience in legacy giving can be successful  
Over time legacy asks will become the main source for qualified leads  
It's probably your own fear that's getting in the way of a legacy ask

But First,  
What's In a Name?

“Us”

- deferred giving
- planned giving
- gift planning
- philanthropic planning

“You”

#### **LEGACY GIVING**

#### Why Are Legacy Gifts Important?

Tremendous Revenue Opportunity

Seven out of ten Americans make gifts to charity during their lifetime.

Yet fewer than one in ten creates a legacy gift. Why?

Because most people have never been asked!

#### Why 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

#### Why People Create Legacy Gifts

Memorialize themselves or a loved one

Serves as an example to future generations

Creates something of beauty

Accomplishes planning and financial benefits

#### Legacy Status Definitions

Supporter

One who helps your organization

Prospect

Suspect                    Long-term supporter with a heart connection

Legacy Ask                Named prospects, individually referred, as someone to approach for a legacy ask

Qualified Lead            The one-on-one question, "Would you consider making a legacy gift?"

Confirmed Gift            Raised hand and said, "Yes!" (marketing or legacy asks)

Legacy Group Member    Committed to revocable gift; made irrevocable gift; previously unknown estate gift

Stewardship              Accepted invitation to join

Who Are Prospects?      Active contact with confirmed gifts, at least annually, usually over decades

Planned Giving            Donors

                                  Legacy Giving

                                  Long term supporters w/ heart connection

                                  Among donors

                                  Smaller donors = MAJORITY

                                  Major donors = MINORITY

                                  Includes volunteers, community members

"Planned Giving"

How Are Leads Qualified?

Planned giving

                                  Communications & Marketing

Print

                                  Direct Mail Response Form

                                  Newsletter / Annual Report

                                  Testimonial Mailing

                                  Poster

                                  Brochure

                                  Acknowledgment Insert

                                  Legacy Newsletter

                                  Others

Electronic

                                  Web Site

                                  E-Newsletter

                                  E-Blasts

                                  Social Media

Others

                                  Telemarketing

                                  For advanced programs

In-house add-on to fundraising call  
Outsourced vendors available

“Legacy Giving”

How Are Leads Qualified?

Communications **AND**

Legacy asks

The Legacy Ask

“Would you consider ... “

For “Yes”

“May I get back to you in “x” months / years if we haven’t heard from you before then?”

Why Aren’t More Charities

Making Legacy Asks?

Solicitation used only for current gifts

Perceived to be too difficult

Concern it takes a lot of staff time

Fear of not knowing answers to questions

Misconception it’s only for the wealthy

Unsure how to create board / staff support

Why Aren’t More Charities Making Legacy Asks?

Some organizations keep putting it off.....

What Does Your Organization Need To Make Legacy Asks?

Understand why it’s important

Willingness to talk with others

Ability to track moves (data base or spreadsheet)

What Staff Is Involved?

Planned Giving

Planned giving officer, OR

Major gifts officer, OR

Development director, OR

Executive director (when no DoD)

Legacy Giving

Staff and volunteers through relationships

Referrers through their relationships

Start with Staff

Identify suspects

Call / visit to make legacy ask

Secure qualified leads

Obtain gift commitments

What Do You Need to Know?

Planned giving

Be the expert

Legacy Giving

If not an expert, know where to ask

Don't know the answer

"May I get back to you by tomorrow?"

#### Staff Time Issues

The "Two-fer"

Already meeting (whether or not in outright gift solicitation)

Five extra minutes

#### Who Do You Ask?

##### Planned Giving

You don't (with rare exceptions)

##### Legacy Giving

Identified "suspects" (Kim Klein)

##### Identifying Suspects

Those you know

Build the list

Peer review of staff and key volunteers

"Who do you know?" after legacy asks

##### Contact Type

Suspect's preferred medium

Email

Calling

Letter

##### Calling / Voicemail

Leave message on first attempt

5-10 attempts in next two weeks

Vary days, time of day

Then second voicemail message

Second round?

##### Voicemail Considerations

Name

Your phone number ( s l o w l y )

Brief message to meet

"No need to call back ..."

"However if you wish to reach me, (repeat phone number (slowly)

Avoids phone tag

Onus is on you, not them

##### Visit Questions

What are our greatest strengths and weaknesses of?

Why do you support us?

Do you have any suggestions on what direction you would like us to move in over the next decade?

What do you think are some of our long-term resource needs?

One way an organization can strengthen its future resources is through legacy gifts.

Would you consider including a legacy gift in your will or trust to help strengthen our long

term needs?

Could you suggest other supporters we might approach about making a legacy gift?

May I get back to you in "x" months / years if we haven't heard from you before then?"

#### Words to Use Cautiously / Avoid

Planned Giving

Estate

Taxes-focused approach

Bequest

Charitable Gift Annuity

Charitable Remainder Trust

Charitable Lead Trust

#### Combined Solicitation Asks

Dual Ask

Annual first

Legacy second

Triple Ask (in campaign)

Campaign first

Annual second

Legacy last

#### Qualified Lead Letter & Enclosures

"Yes" to legacy ask

Cover letter

Enclosures

Bequest language (or more specific)

Legacy society description

#### Qualified Lead Follow Up

Call within 1 week

"Any questions?"

"If I haven't heard back from you by (X weeks / months) may I call back then?"

Voicemail version (same content)

Schedule on CRM software

#### More About Qualified Leads

About half make a legacy gift ...

Eventually

In 1 month to 10 years or more

When the time is right for them

Continue annual follow up for most

Use stewardship event to cultivate

#### Confirmed Gift Letter/Enclosures

Invitation to join legacy society

Honoring rather than benefits

Legacy society description

Enrollment form

#### Securing Enrollment Form

Half+ need follow up calls

90-95% success

Repeated calls

In person

Second+ form sent

5% get phone call, memo to file

Details of name listing

Preference for "anonymous" listing

Tracking Moves (basic)

Where in process

suspect

legacy ask (one time only) / result

qualified lead (source)

confirmed gift (type)

legacy society member

Next Step(s) in Tracking Data

Data base or spreadsheet

Formal moves management

Major gifts integrated or separate?

Drop down menu labels

Better reports

Others

Planned Giving Committees

Historically advisors sole or dominant

Who Were We?

Planned Giving

~10% full time

Nonprofit            Advisors

60%                    40%

Legacy Giving Committees

Have made their own gift

Identify suspects

Cultivate and make legacy asks

Provide stewardship

Keep a program overview

We've Changed

	Nonprofit	Advisors
Planned Giving	60%	40%

Legacy Giving	85%	15%
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~10% full time (remains constant)

Board / Volunteer Committee

Sub-committee of development

You staff the effort

Script, letter templates

- Regular contact
- Reward success with praise
- Mass email on: asks / leads / gifts success

Volunteers Can Make Asks

- Legacy committee members
- Ambassadors
- They've made a legacy gift  
(or not)

Moving on to 201:

Suspect Referrals

- Unknown to you
- Send third party referral letter
- Follow up phone call / voicemail message
- Be prepared for phone legacy ask
- "Would you consider joining our legacy society?"

Overall Measure of Success

- Legacy giving = organizational priority, not solely development office responsibility

Planned Giving

Basic Measurements

- Irrevocable gifts
- "Amount certain" bequest commitments

Legacy Giving

Basic Measurements

- "Suspects" pool size
- Qualified leads obtained by
  - Communications / Marketing
  - Legacy asks

- Total # New Commitments

A Growing Handful

- Routine triple ask
  - Harvard Law School
- Major Gift officer annual gift # goal
  - American Cancer Society
  - Stanford University
  - The Nature Conservancy
  - San Francisco Opera

National Data Bank

- # qualified leads
- # confirmed gifts
- \$ matured gifts
- Selection options
  - FTE legacy giving
  - FTE development officers
  - Budget size



## Sector

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