



# **Endowment and Legacy Asks: Who, Why, How?**

JANUARY 28, 2021

# Endowment and Legacy Asks

Who

- Prospects
- Solicitors

Why

- Giving donors the opportunity to invest in what they care about
- Natural connection between endowment and legacy

How

- Making the appointment
- Having the conversation
- Following up

**Who?**

# Who: Prospects

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Who are your most loyal supporters?

- Active
- Consistent
- Connected

# Giving USA Special Report: Leaving a Legacy

## Longevity/Consistency

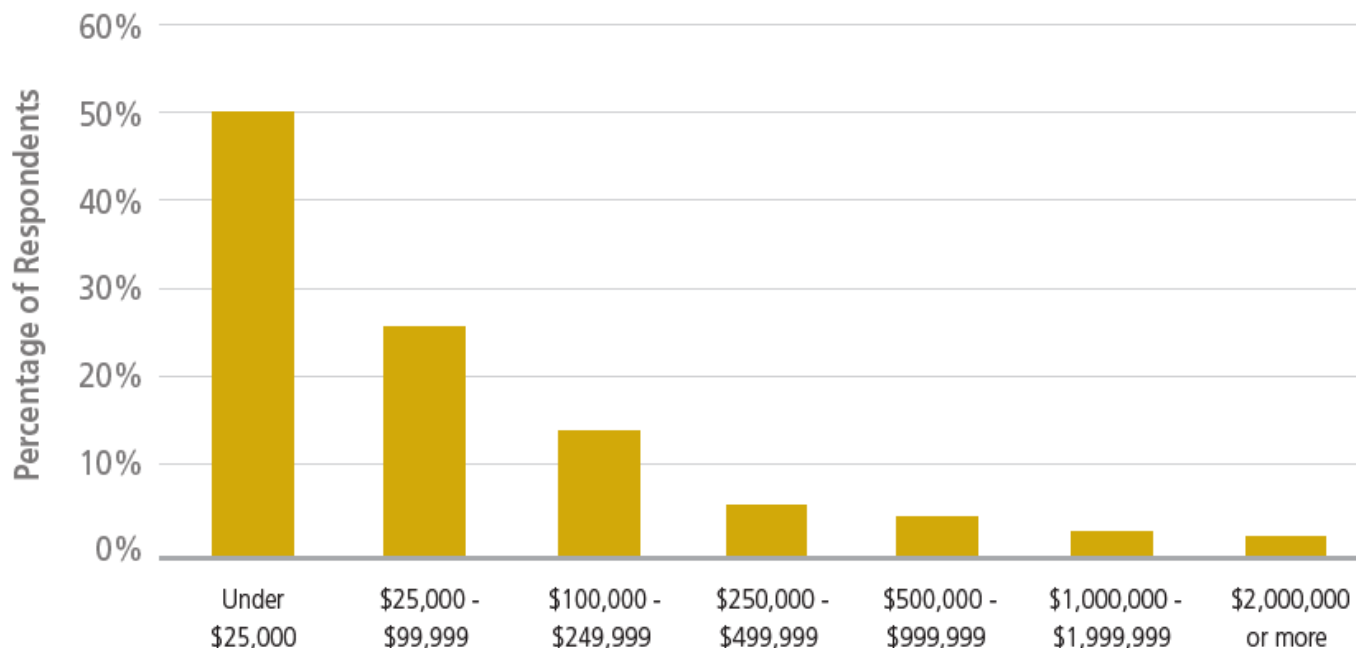
### Length of time between donor's first gift and most recent gift

Years	Percent
5 years or less	10.1%
6 to 10	12.3%
10 to 20	21.9%
20 or more	55.7%

# Giving USA Special Report: Leaving a Legacy

Not always major donors

**Approximate total value of lifetime contributions to organization  
that will receive largest legacy gift**

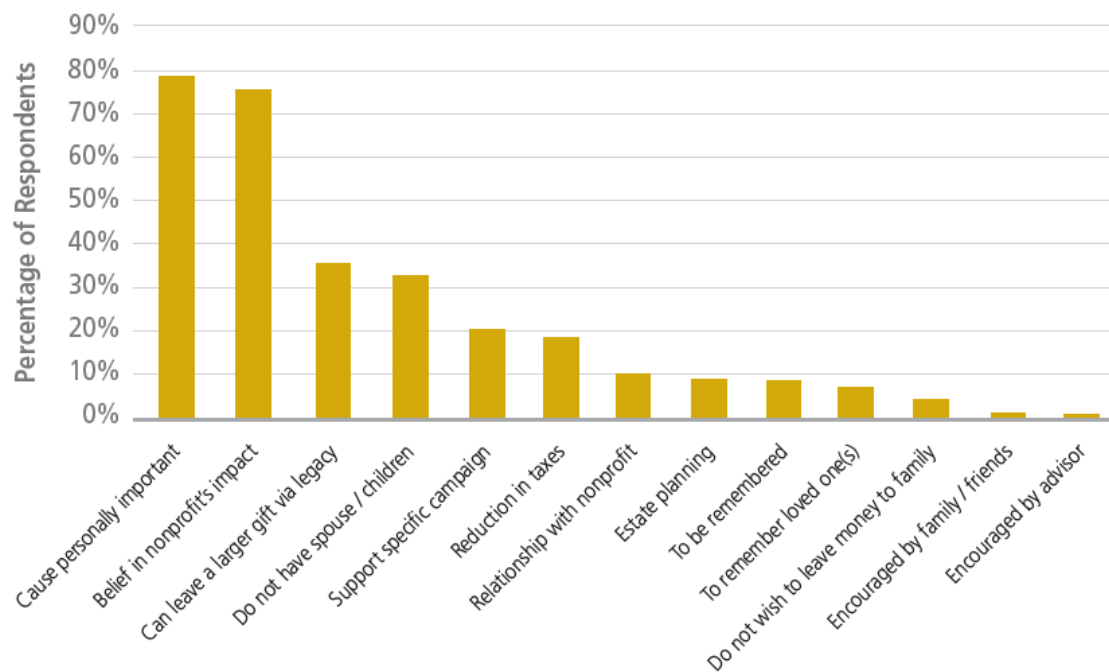


# Giving USA Special Report: Leaving a Legacy

Motivated by impact and personal connection

**Figure 19**

**Motivations for making legacy gifts** (Choose up to three)

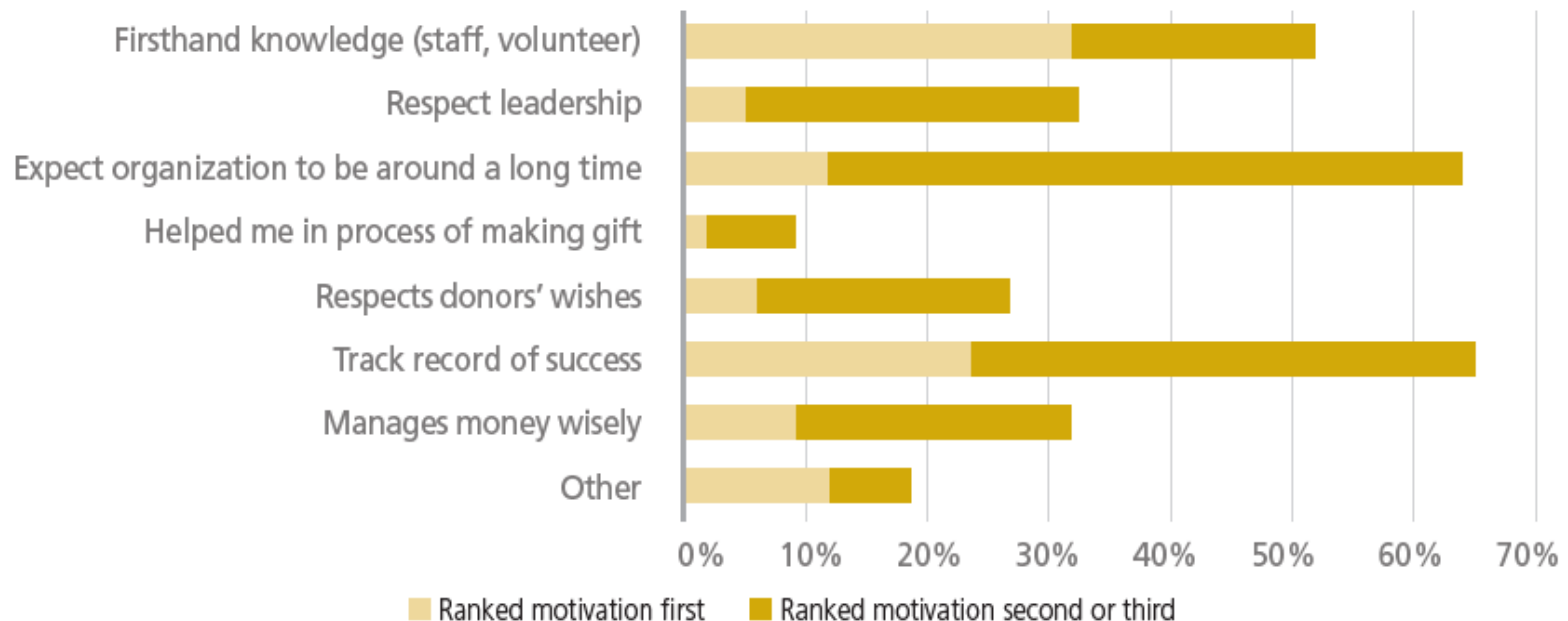


# Giving USA Special Report: Leaving a Legacy

Organizations they're close to that will be around a long time

**Figure 17**

**Top factors (besides mission) in choosing organization for largest legacy gift**





# Giving USA Special Report: Leaving a Legacy

“The legacy gifts, though, go to organizations that we feel are, what shall I say? Not only consistent with our own philosophy but are strong enough that we know they will last as opposed to throwing some money into something and then ten years later, it’s off the map. [...] We tend to look at organizations that have good histories and also that have good management.”

– Interview participant

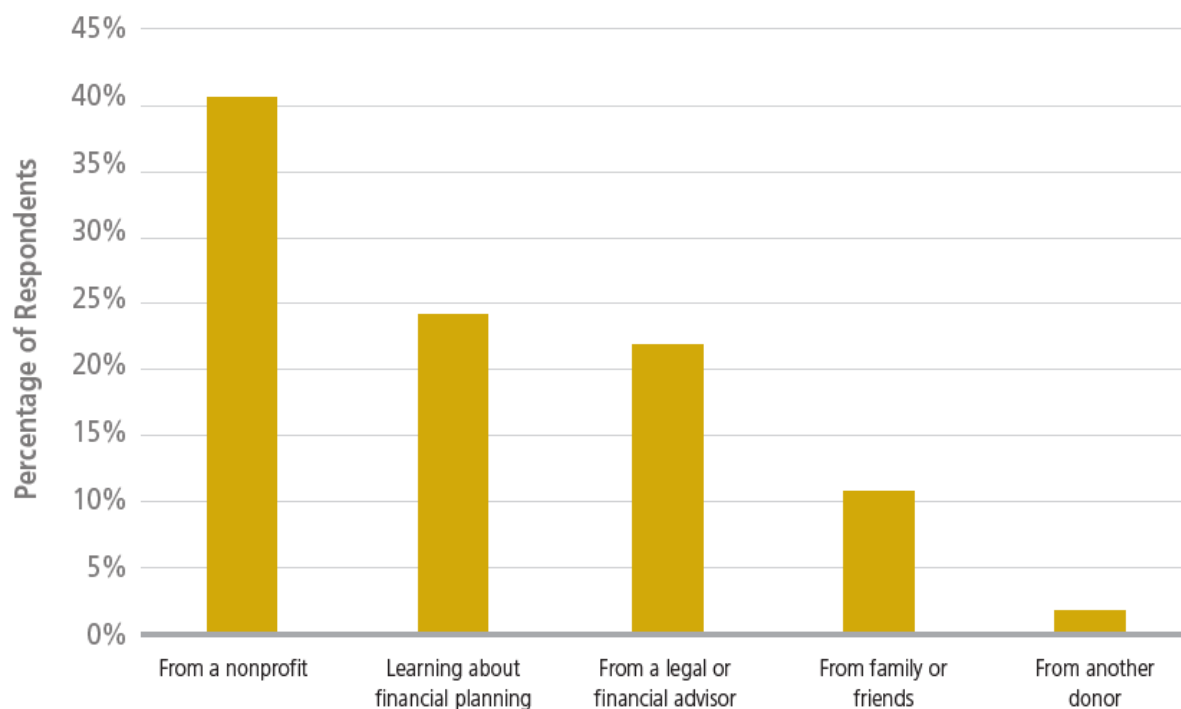
Connection  
between  
**endowments and  
legacy gifts**

# Giving USA Special Report: Leaving a Legacy

Initial contact is from the nonprofit

**Figure 20**

First learned about legacy living

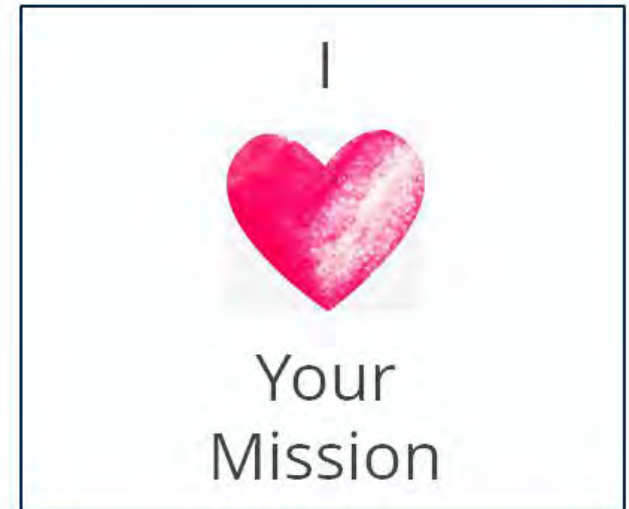


# Case Study: The Logan School for Creative Learning



# Integrated Development Plan: Prospect List

- Individuals/Families with a **close connection** with your organization
- Individuals who **love the mission of your organization**
- Individuals/Families demonstrating certain giving patterns and history: **CONSISTENCY**
- Individuals who **may not be able to donate dollars outright at this time** but would appreciate the opportunity to support the organization in a meaningful way
- Individuals/Families who have used your services or **been helped by your organization**



Homework: Make a list of prospects in each of these categories

## Who: Solicitors

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You want the **right person**  
asking for the **right gift**  
at the **right time**

# Volunteer Solicitors are important



Make your  
gift first



Listen



Share



Connect and  
empathize

“I am supporting \_\_\_\_\_’s endowment through a gift in my will because \_\_\_\_\_. Please join me in securing the future of \_\_\_\_\_.”

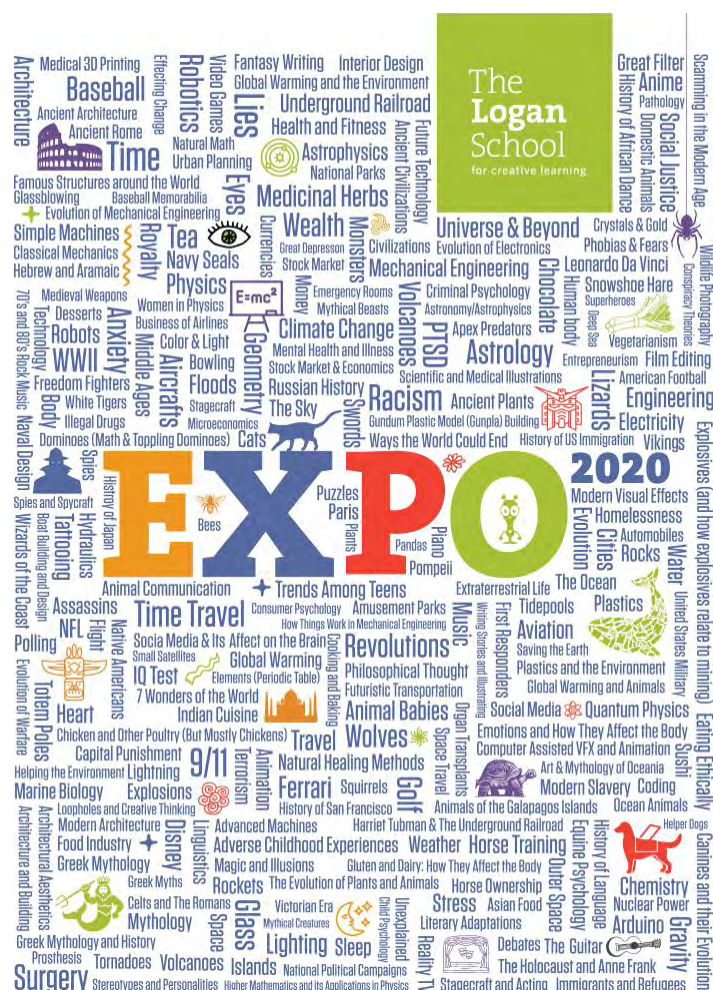
# Partner Exercise – Tapping into your own experience

- What has been your most meaningful experience with [X nonprofit]?
- Why did you initially get involved? Why do you stay involved?
- Why have you been such a loyal supporter?
- What is it that [X nonprofit] does that you'd like to see continue long into the future?
- How do you relate to [X nonprofit]'s work: Specific program? Stories? Personal experience? Leadership?





## Case Study: The Logan School





**Why?**

# Why legacy giving?

Legacy gifts are an important strategy in building an endowment fund

Natural connection between legacy giving and endowment funds

- A legacy gift to an endowment fund gives back year after year

Legacy giving works with other fundraising efforts

- No cash now, so it can be an AND rather than an OR
- Opportunity to make a greater impact than a donor thought possible



**You are inviting them to a party they want to come to!**



**How?**

# How has COVID impacted legacy asks?

- Before you can ask for anything at all, your prospects must feel like you care about their health, safety, wellbeing, family, current situation
- Permission-based fundraising is a helpful tool
- “In-person” isn’t the norm right now
- Who’s “in the room” looks a little different
- COVID provides different opportunities to follow up and steward





# How has COVID impacted legacy asks?

- People are thinking about their legacy/estate planning
- People want to make an impact
- People want to connect



# How do I start (COVID v. non-COVID)?

## Step 1: Arranging the Visit

1. Remember you're not setting an appointment – you're arranging a visit.
2. Start the conversation by asking the person **how they are, how their family has been,** whether they have time for your call.
3. Tell the prospect why they're being called (as an important supporter; community leader).



# How do I start (COVID v. non-COVID)?

## Step 1: Arranging the Visit

4. Be clear about your intention to talk about philanthropy.
5. Don't talk about money... yet.
6. Offer a couple of choices for the timing of the visit – likely a Zoom or phone call.
7. Smile, stand up and walk around.





# How do I prepare for the visit?

**Talking Points: Smith**

**Prospects:** Kathy & Bob Smith  
(Ann is Jeff's Cousin, son Bill is at MSU)  
Bob serves on Endowment Investment, Kathy serves on Finance

**How much:** \$15,000 (over 3 years)

**Who participates:** Geoff, Markus (Heather)

**Where:** Markus' office

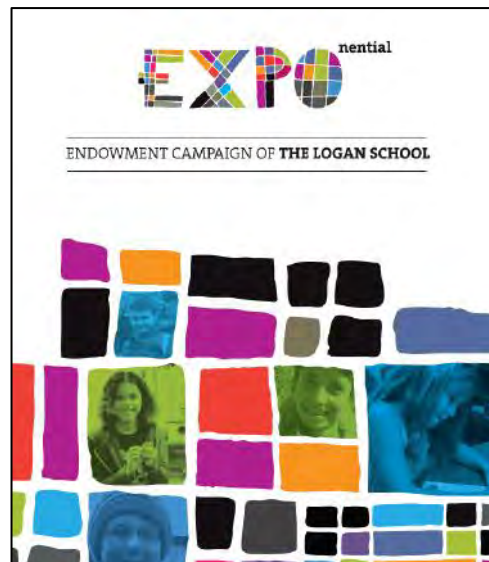
**When:** 8:35 am 5/12/17

**Roles:** Heather "The Introduction"  
Geoff "The ask"  
Geoff "The Endowment pitch"  
Markus read of school and "Why Logan is SO important"  
Heather Development Director and "Any questions"

**Theme:** Leadership Gift - Jumpstart campaign - Sustainability & Financial Aid

**Order:**

1. Introduction - Heather
  - Thank them for her time
  - "We are here to discuss the endowment with you because of your passion for the school. In fact, at this point we are only speaking to a handful of families that we see as leaders in the community. We'd like to talk to you about participating with a leadership gift, but first it's important to remember what a unique opportunity it is for our kids to go this school. And I would like to ask Markus to speak more about that" (or something along those lines)



**Letter of Intent**

The mission of The Logan School for Creative Learning is to provide an experience-based education in partnership for gifted children of all backgrounds that allows each child to develop individually to his or her full potential.

In keeping with our value of community, we wish to support the future of The Logan School. Therefore, we intend to provide for the needs of future students, educators, and the community as a whole.

Name of Donor(s) \_\_\_\_\_

Preferred Address \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Email Address \_\_\_\_\_ Date of Birth \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Email Address \_\_\_\_\_ Date of Birth \_\_\_\_\_ Mobile Phone \_\_\_\_\_

**IT IS WITH DEEP SATISFACTION THAT:**

☐ We have already made a provision for a legacy gift.

☐ We intend to make a provision for a legacy gift during the next \_\_\_\_\_ months.

**TO THE FOLLOWING FUNDS:**

☐ The Paul MacInnes Fund for Staff Support

☐ Financial Aid Fund

☐ Unrestricted Endowment Fund

Special Instructions: \_\_\_\_\_

**EXPO** nential

ENDOWMENT CAMPAIGN OF THE LOGAN SCHOOL

**The Logan School for Creative Learning Appreciates Your Generous Support of the Endowment Fund**

Pledge payments, when deductible as a charitable contribution to the fullest extent allowed by law. Please consult a financial advisor or tax attorney before making any giving decisions.

**DONOR INFORMATION**

Name(s) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Gift in honor or memory of \_\_\_\_\_

As you would like to appear in our endowment donor acknowledgement \_\_\_\_\_

**IN APPRECIATION OF THE LOGAN SCHOOL, I/WE COMMIT TO THE FOLLOWING PLEDGE (Endowment Pledge):**

I \_\_\_\_\_ Unrestricted (use of greatest need)

I \_\_\_\_\_ The Paul MacInnes Fund for Staff Support

I \_\_\_\_\_ Financial Aid

I \_\_\_\_\_ Personal Pledge Total \_\_\_\_\_

I \_\_\_\_\_ Matching Gift Program - My/Our gift will be matched by \_\_\_\_\_

I \_\_\_\_\_ Grand Total (Donor is credited with this amount for giving records and published lists) \_\_\_\_\_

With Logan to make gifts of described above, I/we reserve the right to adjust such pledged dates to take into account periods of financial hardships, to rescind the value of such contributions and/or to withdraw. While the actual timing may vary somewhat from what was planned to do, I/we in doing so make the gift in its entirety because we understand that the Logan School is relying on this commitment to fund its programs.

Donor's signature \_\_\_\_\_ Date of Pledge \_\_\_\_\_

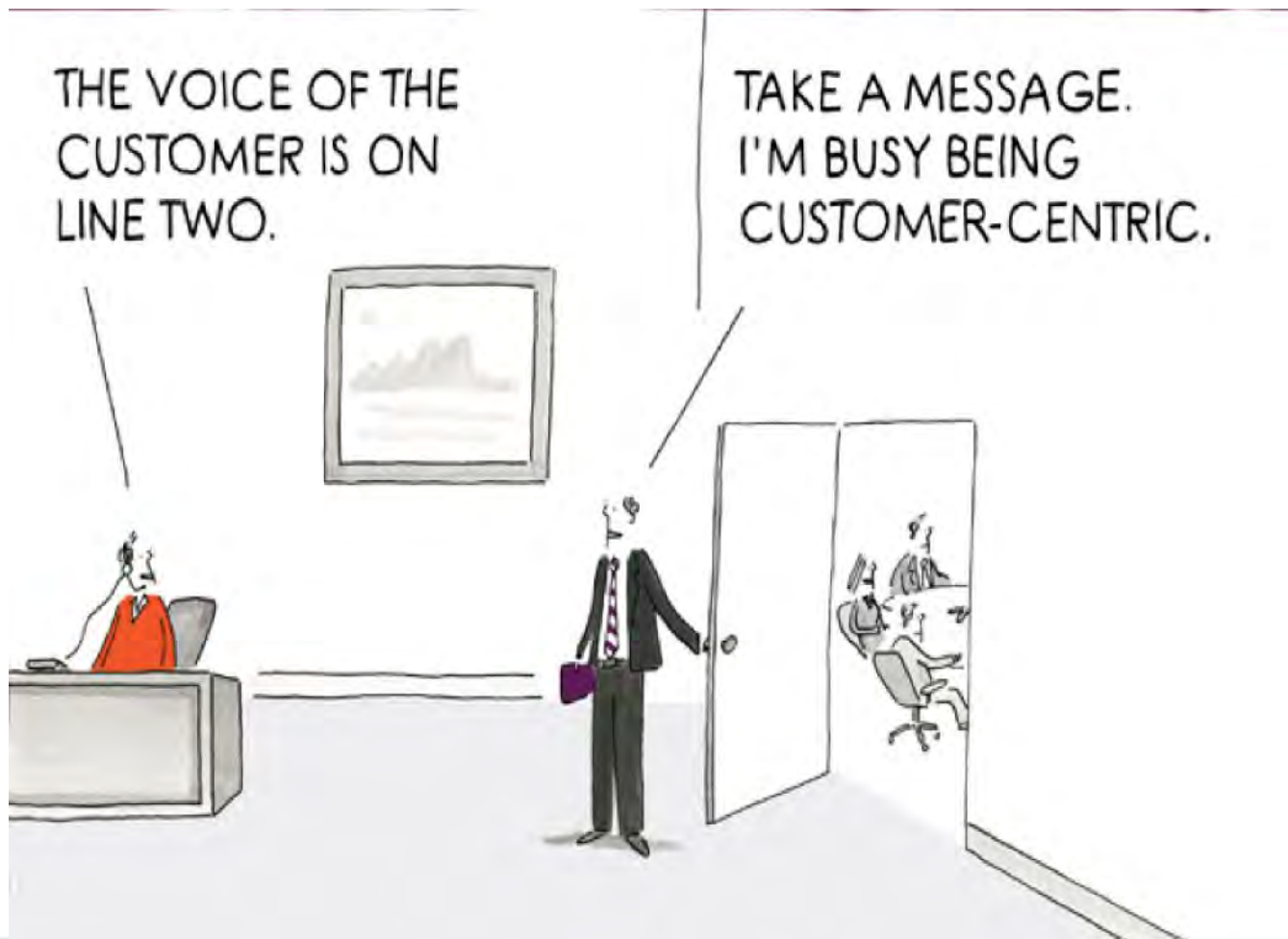
Print name \_\_\_\_\_

# Other tools for your toolbox



1. Think Input before output
2. Size up the Scene
3. Create a series of Yeses
4. Explore and heighten
5. Focus the conversation on your Donor
6. Don't rush the story

# Donor-Centered Approach



# What am I listening for?

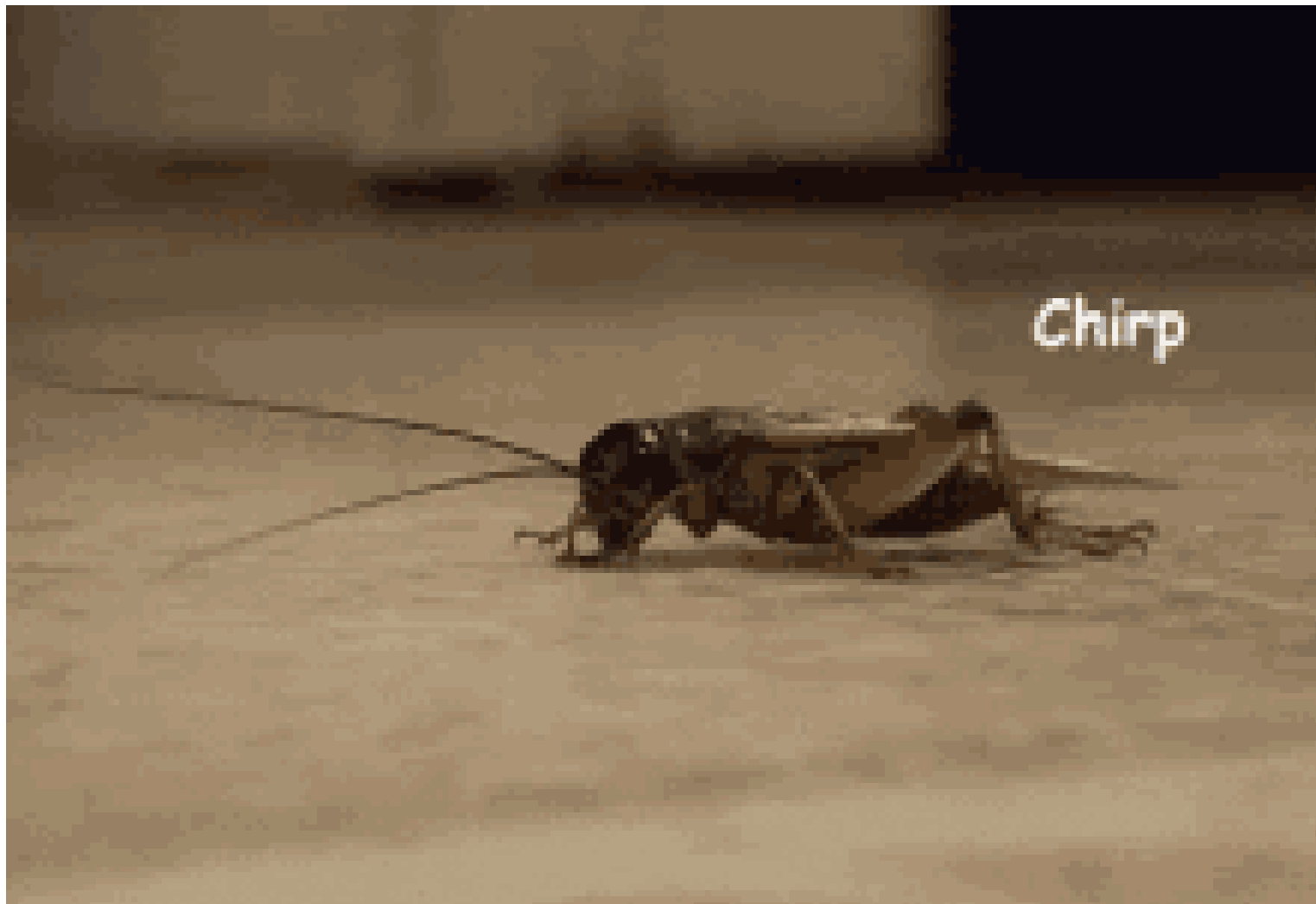
- Passion for mission and impact of organization
- Alignment with case statement
- Their spark/what they're connecting to /what they find meaningful
- Timing



# How do I know if the donor is ready?

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Make your case once you  
understand what is important  
to them



## How might someone respond?

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What do you  
hope to hear?

What are you  
afraid you  
might hear?

What have  
you heard?

# Types of “No”

- No forever
- No, not now, but perhaps later – these conversations take time
- No to this, but yes to something else







# Practice Scenario





# The Integrated Ask

You are...

- Providing a meaningful opportunity to invest in your organization in different ways
- Listening to their priorities and interests
- Showing that you value them and respect their time

Listen to what motivates their giving and then discuss what will resonate most with them

## Practice Scenario 2: The Integrated Ask

In the  
Resource  
Library!



# Key Takeaways

- Know who your best prospects are – Make a list!
- Make sure the right people are in the room
- Listen, observe and have patience
- You are providing an opportunity for the donor to have a significant impact on something they care deeply about – You're inviting them to a party they want to be invited to!



# Key Takeaways

- “No” doesn’t necessarily mean “never.” No doesn’t hurt the relationship and can be an opportunity to be a better listener
- Legacy gifts can take time
- Asking for more than one type of gift at the same time show donors that you care about them, are listening to them, and respect their time



# Questions



# Thank you!

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