

Endowment Building Cohort

Marketing, Communications and Donor Stewardship, and Prospecting

Steps to Launch your Legacy Society

Starting a Legacy Society is one of the easiest ways to build your endowment because you might not have to leave home to get it started!

Steps to Launch your Legacy Society

- Start Small and Simple
- Start with your Board Members by having them list your organization as a beneficiary in their will
- Let your legacy society members recruit more
- Recognize and applaud members
- A legacy society is ripe for NW Colorado
- Overcome challenges
- Size doesn't matter

Steps to Launch your Legacy Society

The action of including your nonprofit in a donors will is more important than that actual amount the donor designates. This action serves as an example to the entire community.

Steps to Grow your Legacy Society

- Build helpful assets and capacities
 - Attorney
 - Brochure
 - Publicity
 - Newsletters, Press Release, Traditional Marketing
 - Direct Mail Targeted Campaign
 - Tell stories
 - Acknowledgement and Thanks
 - Recognition Event
 - Expectancies and planning
 - Challenge and matching opportunities

Steps to Grow your Legacy Society

- Who to ask?
 - Board Members
 - High-Wealth Donors
 - Older donors
 - General Population
 - Financial Advisors

Discussion on Donor Stewardship

Homework

1. Spend time on your Case Statement.
2. Read <https://philanthropynewsdigest.org/news/wealth-transfer-to-boost-charitable-giving-through-2061-study-finds>
3. <https://nonprofitaf.com/2020/09/wealth-hoarding-tax-avoidance-and-how-nonprofits-are-complicit/>

See you next month

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