Building a Case for a Legacy Giving Program

Ligia Peña, CFRE, MInstF LFP Solutions, inc.



Today's Presentation

MAIN TOPICS

- ✓ State of legacy giving
- ✓ How to build a case for launching a legacy program
- ✓ Creating the right culture for legacy success

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LEGACY & FUNDRAISING COACH LFP SOLUTIONS, INC.

Coach

 Trained and coached thousands of fundraisers through webinars, conferences, one-on-one, and in a university setting.

Strategist

- Built legacy programs from scratch at dozens of organizations.
- Grown fundraising programs in small, medium and large organizations.



What are some of the common myths about legacy fundraising?

6 Common Myths

- 1. Legacy fundraising is difficult.
- 2. One needs to be an expert, such as a lawyer, accountant, financial planner, etc.
- 3. All legacies are realized decades later.
- 4. Good marketing focuses on organizational needs.
- 5. Legacy marketing should be passive.
- 6. Legacies are for the wealthy.



WHY SHOULD WE CARE?

The biggest wealth transfer Valued at \$16 trillion USD

What if your organization could get just a fraction of that amount?!

What does it take?

Stop spinning our wheels

Have a long-term vision and support continuous training and support

Properly invest resources

Legacies have a low cost-per-dollar raised = high ROI

Be creative and innovative

Use a multi-channel approach to legacy marketing and take risks

Bring value to donors

Create long-term donor journey so they may realize their philanthropic dreams

Building a Case

Find internal allies

- Director of Finance
- Programs Director
- Someone who has the ED's ear

Find external allies

- Board president or VP
- Finance chair
- Major donor or a contact at a foundation
- Someone who has clout

Building a Case – external view

Create a country/community profile

- Number of population over the age of 55
- Breakdown of the population (male vs female)
- Average life expectancy
- Education level
- Home ownership rates
- Percentage of adult population with a will
- Percentage of population that leaves a gift in a will
- Percentage of population that have donated in the last 12 years
- Charitable donations as percentage of GDP
- Number of registered charities and major competitors in your market

Building a Case – internal view

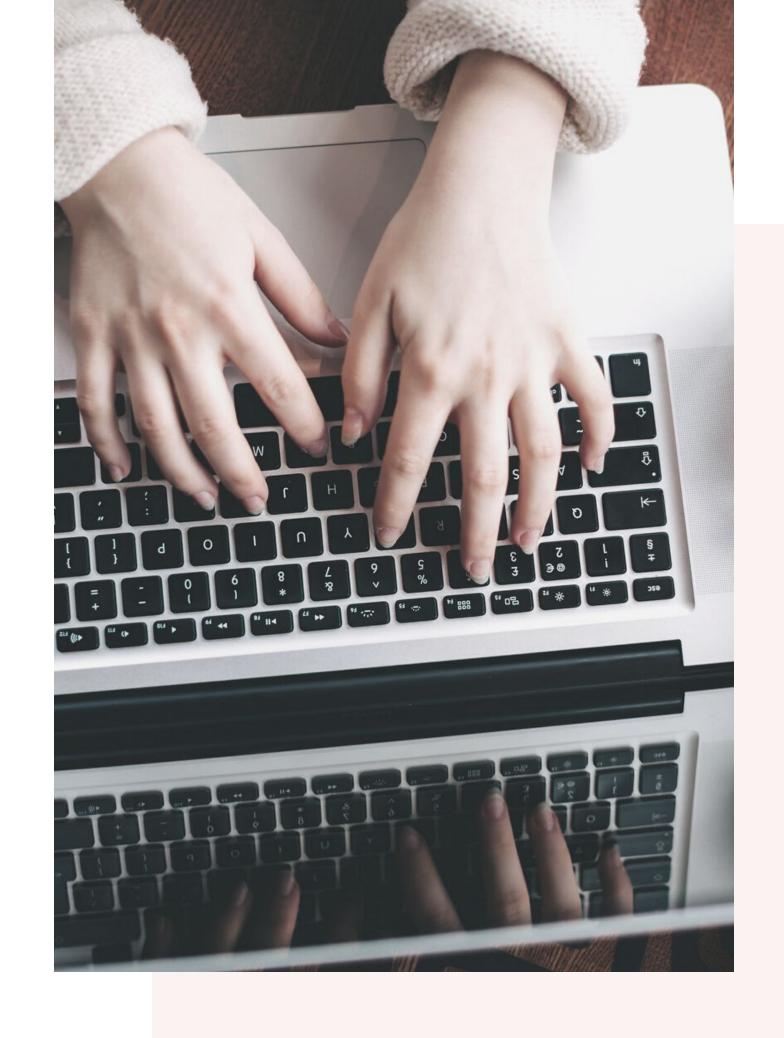
Donor insights to determine potential

- Number of monthly donors
- Years donating
- Age of your most committed donors
- Long-time annual recurring gifts
- Strength of your mid-level giving program
- Long-time volunteers
- Other donor behaviour, i.e.: signing petitions, attending events, etc.

Put It All Together

Write your business case

- Project vision
- Rationale
- Key deliverables
- Success criteria
- Scope and phases
- Budget





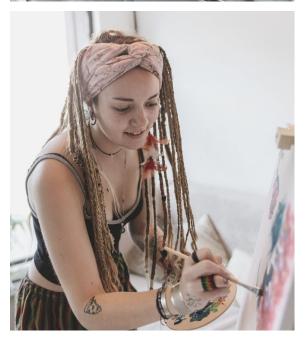
CULTURE OF PHILANTHROPY

Fundraising can't succeed without a strong culture of philanthropy.

Strengthening Your Culture Of Philanthropy







Share Donor Stories

Inspire colleagues by sharing why donors have left your organization a legacy.

Debunk the myths

By taking the focus away from death and putting it on values, your colleagues will understand why donors leave a legacy.

Make it part of everything

Present the long-term vision from the moment you acquire a new donor. It,s a marathon, not a sprint!

Let's Work Together!

ONLINE LEGACY COACHING

- 6-months Online Legacy Bootcamp
- Individual and group coaching sessions
- Small groups and highly personalized

CONSULTING

- Development audits
- Campaigns
- Build a program from scratch
- Marketing and donor development
- Multi-channel programs

FUNDRAISING STRATEGY

- Legacy program
- General fundraising program
- High-value fundraising

SPEAKING AND TRAINING

- Conferences
- Webinars
- Board and staff retreats
- Professional coaching and mentorship

Let's get social!

CONTACT ME

ligia@globetrottingfundraiser.com

www.globetrottingfundraiser.com







Book a **free** 30-minute <u>call</u> with me.

