

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

FUNDRAISING STRATEGY

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

CONSULTING

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

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 [call](#) with me.

