Fundraising and Legacy Giving

Presenter: Kim Klein

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Real money. Real people. Real change.

About the Presenter

Kim Klein is the author of five books, including **Fundraising for Social Change**, recently released in a 7th edition, and **Reliable Fundraising in Unreliable Times**, which won the McAdam Book Award.
She has provided training and consultation in all 50 United States, five Canadian provinces and 21 other countries.
She is a lecturer at the School of Social Welfare at the University of California, Berkeley, and has served as guest faculty at the Haas School of Business at UC Berkeley and Concordia University in Montreal.

Why People Give:

- # 1 reason people make a donation: someone asked them
- #1 reason people keep giving: someone thanked them
- #1 reason someone didn't give: "I wasn't asked" or "I didn't know they needed money"

The Big Picture

Org Needs: **Donors provide:**

Annual	Income
Capital	Assets
Endowment	Estate

Move into an "EXCHANGE" Frame

Go from this:
"*Please, please, please…*"

To this:
"*I think you would be interested….*"

The Purpose of Fundraising is to Build Relationships

Invite a legacy gift (bequest)

Invite the donor to give thoughtfully: (personal calls, visits, personal asking)

Invite the donor to give over and over: mail, phone, e-alerts, signature events, personal notes on letters, thank you notes

Invite the first gift: (mail, on-line, special events, thank yous)

Invite Donations

If I found out about your organization from

- your website,
- your e-newsletter
- a friend
- a special event
- dropping by your office

Would I know that you raise money from people like me?

Donors are not:

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Start Promoting Legacy Giving

Everyone should have an estate plan, but most people do not.

Generational Change

Generational Change

Example: United States

Two generations born 1901-1945

Total: 75 million

Baby Boomers: Born 1946-1964

Total: 77 million

Gen X: Born 1965-1980

Total: 46 million

Millenials: 1980-2002

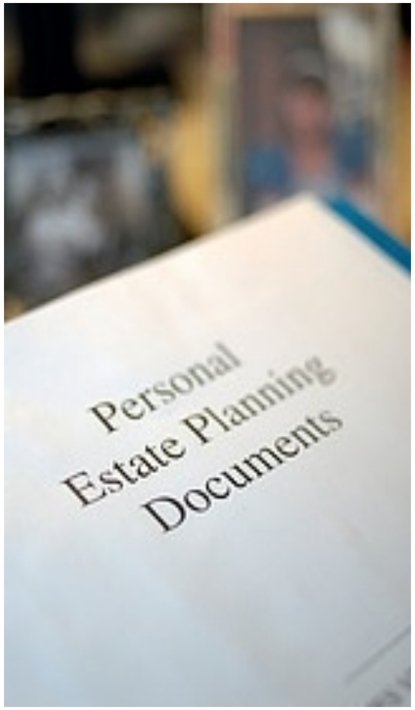
Total: 78 million

(source: Interact Communications)

Legacy Conversations are about mission and future vision

Types of Estate Gifts

- Bequests
- Beneficiary designations
- Personal property
- Life income gifts



Focus on Bequests

Why?
40% of adults have an estate plan
8% of those plans leave $ to a nonprofit.
90% of those gifts are bequests
A bequest is revocable ('What if I change my mind?')

Famous Bequests

Benjamin Franklin died April 17, 1790. He left Boston and Philadelphia $2,000. The money was not to be distributed until 200 years after his death. In 1990, the bequest was worth $6.5 million!

More Recent Bequest: 2012

Ric Weiland left $19 million to the Pride Foundation in Seattle and $46 million to be distributed to 9 other LGBTQ organizations around the country.

Most Bequests:

From long time donors

Who gave small gifts

Whom you rarely or never met

Types of Bequests

- The General Bequest
- Income Only to be Used
- Bequest of a Percentage
- Bequest of Residue
- Contingent Bequest

Marketing Legacy Giving

Key Elements of Marketing:

1) Consistent messaging
2) Invitation to include organization in a an estate plan is everywhere: embedded in all communications
3) Encourage donors to self-identify by creating a Legacy Society

Main Differences Between....

Legacy Giving

- Rarely a "close"
- Mission focus is long term—work still needed in 25+ years
- Difficult to project income from this strategy

KEY WORD: Patience

Annual Giving

- Close will suggest amount and timeframe
- Mission focus is more immediate, focus on "now"
- Income and expenses can be predicted and built into budget right away

KEY WORD: Persistence

Every Volunteer Must Know

- ✓ The full legal name of your agency
- ✓ Your organization's long term mission and goals
- ✓ Your gift acceptance policy
- ✓ The name of your legacy society
- ✓ How to say, "I don't know but I will find out."

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Let’s get off the fence

- We need to start….
- We need to improve…
- We are doing well at…
- We should get ___ and ___ involved….

Helpful Resources from Kim Klein

Magazine and e-newsletter

Grassroots Fundraising Journal

www.grassrootsfundraising.org

Books by Kim Klein

Reliable Fundraising in Unreliable Times

Fundraising for Social Change

Other recommended books:

Working Across Generations by Robby Rodriquez, Frances Kunreuther and Helen Kim

Accidental Fundraiser by Stephanie Roth and Mimi Ho

Order from www.josseybass.com or your local bookstore