Benefits of Affiliate Community Foundations to Donors and the Community

Meet the local needs of the community now AND as they change into the future:Tangible examples are most persuasive​

Local Commitment:An Advisory Board, made up of knowledgeable community leaders and volunteers like you, serve as the local experts and ambassadors​

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**Immediate and Long-Term Impact:**Community foundations are committed to the stewardship of assets ensuring that the charitable goals of the donors are met now and for generations to come​

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**Privacy:**Donor decides when or whether to be recognized for their gift or remain anonymous​

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**Tax Advantages:**Community foundations are public charities and donations qualify for the maximum available charitable deduction

Remember to talk about why you volunteer and give to your Affiliate Community Foundation

Below is a great description of what Affiliates DO. But remember, it’s the above benefits that you want to focus on:

What we do: Community foundations exist to invest dollars back into the communities that we love by supporting local charitable activities in that region/area. Local nonprofits benefit in multiple ways, through local grant awards and capacity building trainings, and connecting with a local funder that understands the unique challenges and opportunities of our communities because the community foundation is made up of people that live and work within these communities. Local nonprofits can also work directly with ACF to create sustainable resources for their organizations through agency funds.  ​

How to start a general conversation about your Affiliate with community members

You can start with this, “Hey, did I tell you that Affiliate grant applications are open for our community?”  This could lead to questions from the community member like, "Oh, grants for what?" Or “I've been meaning to ask you, what is the Affiliate?” ​

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Or maybe when someone asks, "How are you doing today?"  You answer with “I feel so good today. The Affiliate just awarded grants to 7 local nonprofits making our community a better place.” (If you can be more specific by providing a specific example that is even better!) You could continue with, “Because we have an endowment, we will be able to continue to meet local community needs far into the future."  ​

Legacy Conversation Starters

“I recently redid my will and added a bequest to the Affiliate. It was so easy and I feel so good that I’m leaving a legacy for this community that I love. That got me thinking that other board members/former board members/community members might be interested in doing the same.” ​

“Your long-time annual support of the Affiliate is very much appreciated. Have you considered leaving a bequest in your will to the Affiliate that could provide support for our community far into the future?”

“Many people like to leave a gift to charity in wills to support causes that have been important in their lives.”  Have you thought about what you want your legacy to be for our community?”

“As one of our founding board members, we'd love for you to consider making a legacy gift to Affiliate Community Foundation.”

“Have you thought about what you want your legacy to be for our community?”

Messages about legacy giving that resonate with potential legacy donors

"It is a perfectly normal thing to do and people exactly like you do it every day."​

"People like you are choosing to leave our Affiliate in their wills and estate plans."

“People like you leave legacy gifts.”

"Many people like to leave a gift to charity in wills to support causes that have been important in their lives."

“Many people report legacy giving to be one of the most impactful expressions of their values in their lifetime.​”

“I have made a legacy commitment and I can tell you it was actually fairly simple AND I feel so good about it!​”

“I added the Affiliate as a beneficiary of my IRA. Would you consider doing something like that? Or leaving a gift to a charity in your will?”

How to follow up on a clue as a connector

"One of my fellow board members, Sally Jones, knows a lot more about legacy gifts than me. Would it be okay if I ask her to follow up with you to share how the Affiliate might help you in your next steps of legacy planning?