





Overview of session (2 mins) Carmen/Mariko

Part I: Basics of Legacy Giving – a quick review the Legacy 101 and 201 sessions of last spring/summer including a quick refresher on the types of legacy gifts members of your community are probably thinking about

Part II: Benefits of Giving to your Affiliate Community Foundation – interactive session using break out groups to practice talking in your own words why you think it is important to support your Affiliate Community Foundation. This is the foundation of growing legacy giving to your foundation

Part III: The Reasons People Give Legacy Gifts – We will delve into three donor outlooks legacy givers and what you can say to motivate them.

Part IV: Your role in Legacy Giving and how to do it well - Everyone has a role. We will cover three roles for Advisory Board Members, focusing especially on talking about legacy giving and once again give you opportunities to practice in small groups.

Part V: Next Steps for your Affiliate Community Foundation -Ann Myren of Chilkat Valley CF will facilitate the final session helping you to plan what you and your Affiliate will do with all that you learned in tonight's workshop.

What is Legacy Giving

- Planned Giving
- Posthumous gift reflecting values of donor



As we talked about during Session one, Legacy Giving – or sometimes called Planned Giving-- is an important component of successful fundraising for Affiliate community foundation endowments.

The most common form of legacy giving is when a donor leaves a bequest in their will or estate plan to a charity. There are other types of legacy giving vehicles. Over the next 25 years, baby boomers will pass along nearly \$48 trillion in assets to their heirs and favorite charities. (Cerulli Associates | AARP Real Possibilities, [fees.aarp.org](https://www.aarp.org). By Patrick J. Kiger, November 29, 2018)

Typically legacy gifts are prepared with an estate planning attorney, a financial planner and or a CPA. In most cases, a legacy gift is not realized until the donor's death and is planned well in advance of that event.

There are specific steps your Affiliate can take to ensure the best possibility that your affiliate will benefit from legacy giving. But before you get to them, there are two foundations that need to be in place:



There are a variety of vehicles donors can use to leave a legacy gift.

The easiest and most popular are a bequest to a charity in a will or estate plan where the donor bequeaths an amount or a percentage of assets to charity

Another form of legacy gift that is becoming more and more popular is naming the charity as a beneficiary of a retirement account. Percentage, or as secondary beneficiary. Because of tax implications for heirs, this is a great option of donors who have other assets to leave to family. If a family member is the beneficiary, they must pay taxes on the money. A charity does not pay taxes. Therefore, often times, the better asset to give to charity is some or all of the IRA.

There are more complicated vehicles of split interest trusts including charitable remainder trusts and charitable gift annuities. If you have donors mentioning these options, direct them to their estate planning attorney or to me.

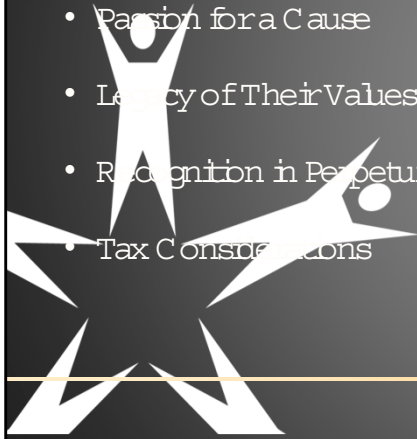
Each giving vehicle has different tax benefits to the donor.

However, you as a representative of your community foundation do NOT need to be an expert on any of these. While it is important for the donor to know the various options, it isn't your job to education them on the options. Leave that for their professional advisors. If you want to learn more, view the Training Session on You Tube (Session #2) and learn from Jo Kuckle, ABM from GHCF and estate planning attorney, describe the specifics of legacy giving vehicles.

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Why Do Donors Leave a Legacy Gift?

- Passion for a Cause
- Legacy of Their Values
- Recognition in Perpetuity
- Tax Considerations



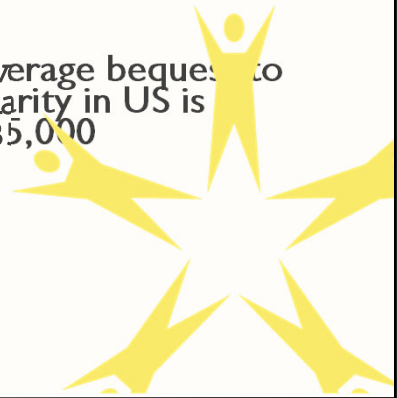
Why do people leave a legacy – The reasons vary from person to person. As we Just discussed, passion for a cause or organization is one reason. For some it is about ensuring their values live on. For others its about ensuring their name is known in perpetuity.

Over the next 25 years, baby boomers will pass along nearly \$48 trillion in assets to their heirs and favorite charities. (Cerulli Assocaites | AARP Real Possibilities, fees.aarp.org. By Patrick J. Kiger, Novembre 29, 2018)

There are specific steps your Affiliate can take to ensure the best possibility that your affiliate will benefit from legacy giving. Including Affiliate Advisory Board members being comfortable in talking about legacy giving.

When and how do people leave a legacy gift?

- **First will**
Often at birth of first child
- **Revisions to wills/estate plans**
At time of life event
- **Average bequest to charity in US is \$35,000**



As we've already discussed, Legacy gifts are often well planned. Bequests are included in wills and estate plans. First wills are often created around the time of the birth of the first child.

Bequests are added or changed when wills are revised – often on the occurrence of a life event – including birth, divorce, marriage, moving, or death – retirement, sale of a business or real estate, or an inheritance or windfall.

Certainly upon retirement there is a great awareness of retirement funds and their rules and opportunities.

Research shows that if a person has at least one charity named in their will, they have an average of six bequests to charities in their will.

The average bequest is \$35,000 in the US. So while the multi-million dollar bequests garner media attention, the reality is that bequests are possible for most everyone. However, research also shows that less than a third of Americans have a will or estate plan. *Caring .com

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Two Foundations to Legacy Giving Success




Intentional Focus on
Legacy Giving

Advisory Board Members who are
Conversant in Legacy Giving



Two Foundations to Legacy Giving success at your Affiliate
An intentional focus on and commitment to legacy giving
Affiliate board members who are conversant in what your local community foundation
will do for your community now and forever.

A Plan for Successful Legacy Giving at your Affiliate

- Set Goals
 - Establish or Reinvigorate a Legacy Giving Committee
 - Identify Audiences
 - Donor Communications & Engagement Activities
 - Monitor & Track Progress
 - Legacy Donor Stewardship
 - Action Steps & Timeline
- 

To encourage intentional focus we covered the creating of a plan in detail in the Legacy Training 201 and it is available on you tube.

A few Affiliates took action –a total of 35 legacy commitments were made to affiliates last year!

Recommendation from Jessica Steven’s Community Foundation who concentrated on legacy giving last year: Don’t wait to invest in legacy giving for your Affiliate. It took JSCF 12 years before they invested energy into this and within one year, JSCF added **20 new legacy gifts.**

Most of the Affiliate legacy donors up to now have been Advisory Board members – this is natural and good.

Those who know you best-Comfort Zone – and now many advisory members can talk from personal experience!

To get outside of your comfort zone you must have that second piece of the foundation: Affiliate board members who are conversant first in in what your local community foundation does for your community now and forever and second in talking about legacy giving. These two will be the focus of the rest of our time together.

Benefits of Community Foundations

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

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

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

Privacy: Donors decide when or whether to be recognized for their gift or remain anonymous

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

Remember what I said earlier about why people give a legacy gift? Because they are passionate about the cause.

What are the benefits of giving to your Affiliate Community Foundation that community members are going to love/be passionate about?

Meet the LOCAL needs of the community now AND as they change into the future

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.

Not funding a specific nonprofit now but ensuring the ever-changing needs of the community and its residents are met now and into the future.

Example: COVID, Emergency fund at Chilkat, etc.

Other example to make it come alive for your community members.

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

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

Privacy. You the donor decides when or whether you want to be recognized for your gift or remain anonymous. You can feel secure knowing that your personal information will never be disclosed.

Tax Advantages. Community foundations are public charities and donations qualify for the maximum available deduction for charitable contributions in the year when the gift is made.

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Practice Talking about Benefits of your Affiliate Community Foundation



Why are you involved?

Why do you give?

One tangible example of impact.



We will soon break out into small groups and practice talking about the benefits of your Affiliate Community Foundation. And instead of stressing out because you don't have a photographic memory so can't quote the last slide, I encourage you to approach this role play like you are talking to someone you know in your community about why YOU support your Affiliate Community Foundation. Tell them why you are involved, why you give and provide at least ONE tangible example of impact.

Before we break into groups, Kim Reiersen from Seward has volunteered to tell us why she loves Seward Community Foundation.

Break in to groups of 3 or 4 for 10 minutes.

You will each have 2 or 3 minutes to practice.

Then we will meet back in the full group for report outs.

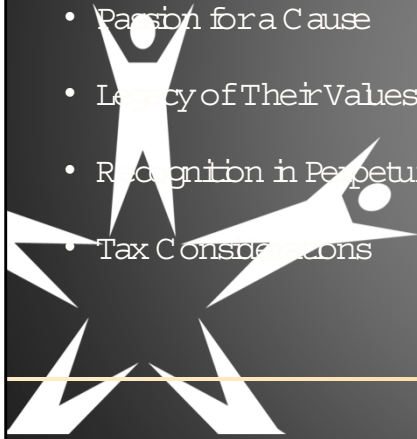
I'd like one of your group members to take notes and report out on 1 reason for involvement and 1 or 2 tangible examples of impact.

So we will now break out into groups for 10 minutes. You will see a reminder on your screen when there is 1 minute left in the small groups. Are we ready? Here we go.

The ability to talk about the benefits of your Affiliate is the most important piece of growing your Affiliate. It doesn't have to be difficult, and it does require practice... so for the mission moment at your next board meeting, pair up board members and practice.

Why Do Donors Leave a Legacy Gift?

- Passion for a Cause
- Legacy of Their Values
- Recognition in Perpetuity
- Tax Considerations



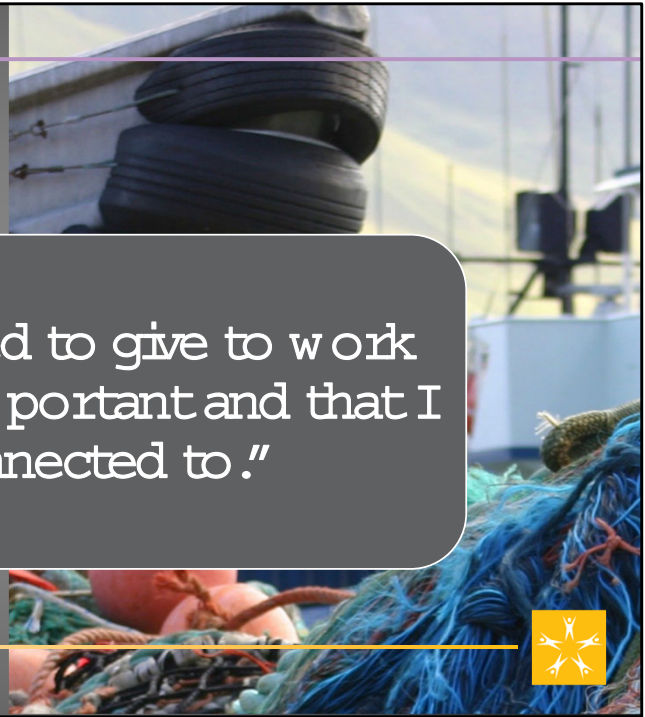
The reasons people leave legacy gifts – as we learned reviewed earlier includes a passion for the cause, a desire to leave a legacy of their values, and/or an interest in recognition beyond their lifetime – perhaps in perpetuity. I want to dig a little deeper into these motivations. A recent report from Stetler and Giving Docs (two companies that are focused on donor research to better understand donor mindsets and motivations) highlights three donor outlooks that are important to keep in mind when we are working with potential legacy donors:

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Legacy Donor Outlook #1



"I'm motivated to give to work that I feel is important and that I feel connected to."



"I am motivated to give to work that I feel is important and that I feel connected to."

Donor sentiment #1

It is important to understand, that in the mind of your donors, your organization is not the entity that has needs. *The people you serve are the ones who have needs. And meeting those people's needs is what delivers emotional satisfaction to your donors.*

Giving is fundamentally an emotionally driven choice

Egotistic – how does giving this gift benefit me

Altruistic – how does giving this gift benefit others

Combo –

Helping others makes us happy

Happiness comes from short-term release of endorphins which can be triggered repeatedly if we take steps to cultivate and nurture the repeated emotional payoff for our donors.

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Legacy Donor Outlook #1

"I'm motivated to give to work that I feel is important and that I feel connected to."

- Tell emotional stories that provide examples of the important needs your Affiliate meets.
- Talk about the good your Affiliate is doing and who you are helping.
- Provide tangible examples of causes you are supporting.



Wanting to leave a legacy is at its very heart an emotional desire that can serve as a satisfying final chapter to a person's life. Your Affiliate Community Foundation can facilitate making this decision in an emotionally supportive way, making the experience much more satisfying for the donor. You can do this by

Find emotionally accessible examples of the important needs your Affiliate meets. What good is your organizations doing. Who are you helping? What are the tangible causes you are supporting

Tell emotionally rich stories about the work your Affiliate performs. When a donor chooses to leave a legacy gift, tie that choice to a story that provides emotional fulfillment. For example, a legacy gift might be used to fund an effort to defend the underprivileged

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Legacy Donor Outlook #2



"I donate to organizations that I believe will achieve the impact I want to make"



Donor Outlook #2

This outlook drives a donor's decision on which nonprofits to support, assuming your donor has already decided they want to leave a legacy and are now looking for the right organization to make the impact they desire. How can your Affiliate stand out as the one that will further their cause?

Top motivations for donors to leave a legacy gift

The cause I personally important to me - 78.8%

I believe that the nonprofit makes a significant impact - 75.5%

When asked to rank their top factors for choosing which organizations would receive their largest legacy gift (aside from mission), the following factors ranked as highest:

The organization has a track record of success – 65.1%

I expect the organization to be around for a long time – 64.1%

Legacy Donor Outlook #2

"I donate to organizations that I believe will achieve the impact I want to make"

- Link what your Affiliate does to the values of the donor.
- Talk about the impact you make in your community now.
- Highlight the longevity of community foundations: Your Affiliate is structured to be around for a long time.



All four of these factors, which can be summarized as **importance, impact, success, and longevity**, tell us how critical it is to donors that their contribution will make a significant and lasting difference in the world.

When you are talking to community members about legacy giving connect with the donor's values, talk about the impact and highlight the longevity of CFs.

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Legacy Donor Outlooks



"Other people like me make choices like this."



"Other people like me make choices like this." – Donor Outlook #3

People are influenced by the actions of others and by what they think others expect from them. When donors believe that others like them are acting in a certain way, they are more likely to act in the same way. One research experiment examining outright giving indicated that highlighting descriptive social norms localized to the donors' environment (for example, this is what most people do in this neighborhood") could double the number of donors and size of donations compared to altruistic appeals alone.

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Legacy Donor Outlooks

"Other people like me make choices like this."

- Tell stories about donors who have made legacy gifts.
- "Many people like to leave a gift to charity in wills to support causes that have been important in their lives."
- "Last year in our area, 20 people committed to making a legacy gift to our Affiliate Community Foundation."



Sharing stories of donors who have made legacy gifts can also inspire prospects to action.

In a 2016 study, researchers found that individuals were more interested in making a legacy gift after being exposed to stories of others who had done so, and stories of living donors were consistently more effective than stories of deceased donors. When it comes to planned giving, it's important to communicate to your donor base that it is normal and even expected to leave a legacy gift. Your donors need to feel confident that "people like me leave legacy gifts." To achieve this you will need to do the following:

Help the donor realize they are not betraying their friends and family if they choose to gift some of their estate to a cause instead of leaving it all to loved ones. It's perfectly normal thing to do and lots of people exactly like them do it every day!

Spotlight legacy donors to show "people like you are choosing to leave your Affiliate Community Foundation in their estate plans. With permission, use their photos and quotes. Pictures make the social norms more evident, especially if the person pictured looks relatable.

Use messaging aligned with Dr. Russel James' winning words "*Many people like to leave a gift to charity in wills to support causes that have been important in their lives.*" James found that social norm statements have a positive effect on reported bequest intentions, both on their own and when combined with persuasively worded questions.

A variation of this messaging that is effective:

Many people report legacy giving to be one of the most impactful expressions of their

values in their lifetime.

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Your Role in Legacy Giving

PROMOTE your Affiliate Community Foundation
 MAKE your Legacy Gift Commitment
 LISTEN for Cues and Clues
 SHARE the Opportunity of Leaving a Legacy



Roles of Affiliate Advisory Board Members in Legacy Giving (30 minutes including 15 minutes of role playing)

Everyone has a role to play

Estate planning professionals

Professional fundraisers

Advisory Boards-ensure a plan is in place

Affiliate Advisory Board members

The role of the Affiliate Advisory Board member:

Promote Affiliate CF – We just practiced that...

Poll how many of you feel like you are more confident/more comfortable in talking about the benefits of giving to your Affiliate CF?

Make your Legacy Gift –

Poll – how many in attendance have made their own legacy gift or will be doing so this year?

LISTEN- for ques and clues

There is a role for all members, whether you are comfortable making the ask or if you like listening to people and making connections for them. I've included XCF in my will/estate plan

I'm working on my will/estate plan

I'm meeting with my estate planning attorney
I don't know what to do with...

Ask / Suggest the opportunity of Leaving a Legacy REMEMBER: You are providing an opportunity to leave a legacy

I recently redid my will and added a bequest to the community foundation. 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 X Affiliate Community Foundation is very much appreciated. Have you considered leaving a bequest in your will to the XACF that could support XACF 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 our want your legacy to be for our community?

Connecting with donors is an essential role for ALL Advisory Board members, but not just them! Ambassadors to your Affiliate also have a part to play

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Your Role in Legacy Giving

- PROMOTE your Affiliate Community Foundation



You personally ARE an an ambassador for your Affiliate just by sharing information about what your Affilaite is doing...
We practiced this.

I'm not talking about presentations at the Lions Club, or Rotary Club. Just in your every day conversations with people you interact with:

“Hey, did I tell you that grant applications are open for the Affiliate CF?”

“I feel so good today. We just awarded grants to 7 local nonprofits. And because we have an endowment, we will be able to do continue to meet local community needs far into the future.

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Your Role in Legacy Giving

- MAKE your Legacy Commitment



To be most successful, make your own legacy commitment first.

You really don't know how the process works and how it feels until you've been there on your own. You will have much more understanding of their thought process, and probably some stories and frustrations to share.

Then, instead of saying "people just like you have made legacy commitments to our local community foundation," you can say, "I have made a legacy commitment and I can tell you it was actually fairly simple AND I feel so good about it.?"

Your Role in Legacy Giving

- LISTEN for cues and clues



LISTEN- for ques and clues

There is a role for all members, whether you are comfortable making the ask or if you like listening to people and making connections for them.

“I’ve been thinking about what my legacy will be to this community.”

“I don’t want to leave it all to my kids.”

“I’m working on my will/estate plan”

“I’m meeting with my estate planning attorney.”

“I’ve included XCF in my will/estate plan”

We will be practicing following up on these ques and clues in a few minutes.

If you are comfortable in following up with the person making the statement, do so. However, if you are not comfortable following up personally when you hear a legacy giving clue or que, YOU MUST be a connector:

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

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Your Role in Legacy Giving

- SHARE the opportunity to leave a legacy to your community



Share the opportunity of Leaving a Legacy REMEMBER: You are providing an opportunity to leave a legacy

Who to talk with –long time regular givers to your Affiliate (FLAGS – Female, long-time, aged, givers), past board members,

At the Post Office
Over coffee

Then others: your friends, neighbors, parents of your kids' friends, family members,

What you can say:

I recently redid my will and added a bequest to the community foundation. 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 X Affiliate Community Foundation is very much appreciated. Have you considered leaving a bequest in your will to the XACF that could support XACF 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 our want your legacy to be for our community?

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Practice

Following up on cues and clues

Promoting Legacy Giving



Scenarios in Chat Box



We will soon break out into small groups and practice talking about legacy giving. Whether you will be a connector or a promoter/closer, you will have an opportunity to practice.

Scenarios/Role plays – each of you will have at least one opportunity to be you the board member and one opportunity to be the potential donor.

- Meeting friend for coffee – you suggest leaving a legacy to XCF
- In conversation on different topic with community member or friend you hear her say they are working on their will.
- In conversation with a community member at a gathering, he says he has included a bequest to XCF in their will.
- When you are speaking with friend and you hear they are interested in legacy giving to CVCF, and you are not comfortable speaking directly about legacy giving.
- Regroup/Debrief

Before we break into groups, Will Peterson from Talkeetna has volunteered to role play with me, Scenario #

Break in to groups of 3 or 4 for 10 minutes.

You will each have 2 or 3 minutes to practice.

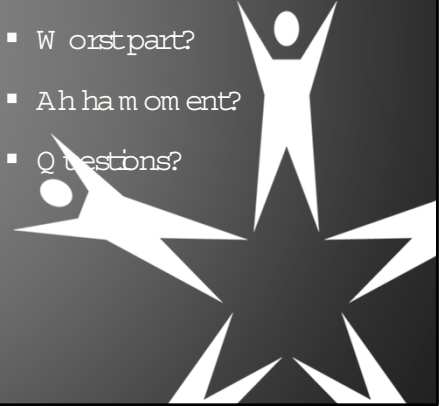
We will meet back in full group to hear how it went and to answer questions you might have.



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How did you?

- Best part?
- Worst part?
- Aha moment?
- Questions?



Regroup:
How was it?
Best part?
Worst part?

Next Steps

Make a plan to use what you learned

- Share this information with other Advisory Board members
- Make a list of who you will talk to
- LISTEN
- Just DO IT!

Make a Plan



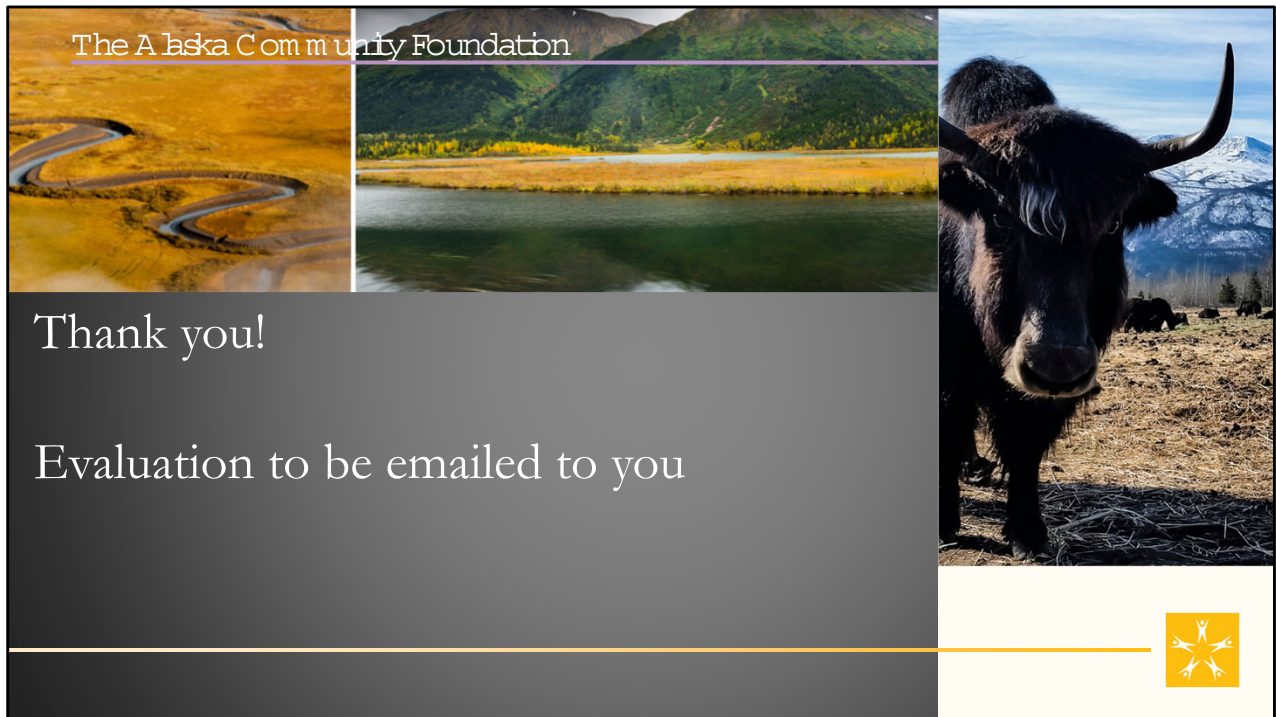
We will soon break out into small groups. This time is for you to plan on how you will use the info you have learned tonight to grow legacy giving at your Affiliate.

We will be grouping people with their fellow ABMs. So if it works correctly, all the people who are on this Zoom call from your community should be in one group.

You'll have 15 minutes to rough out your plan. You'll see an alert on your screen when there is one minute left.

We will meet back in full group to close out tonight's session.

When back - -Q & A?



Closing (5 mins) Mariko/Carmen or Elizabeth/Eleanor?

Increasing the number of donors who make planned gifts, even by a small margin, can profoundly shape a nonprofit's future. Thank you for the work you are doing to grow legacy giving for your Affiliate Community Foundation.

Thank you for participating and for the interest and commitment you have in growing legacy giving in your community.

Evaluations to be emailed to you. Please complete them, they do help to make future trainings better.