



**Fundraising and Legacy Giving**  
**Presenter: Kim Klein**  
**Created for: Hawai'i Community**  
**Foundation Legacy Partners**

**KLEIN & ROTH CONSULTING**

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.**



# The Big Picture

## Org Needs:

Annual funding

Capital

Reserve Funds

Endowment



## Donors give from:

Income

Appreciated assets

Stretch income

Estate



# Move into an “EXCHANGE” Frame

Go from this:

*“Please, please,  
please...”*

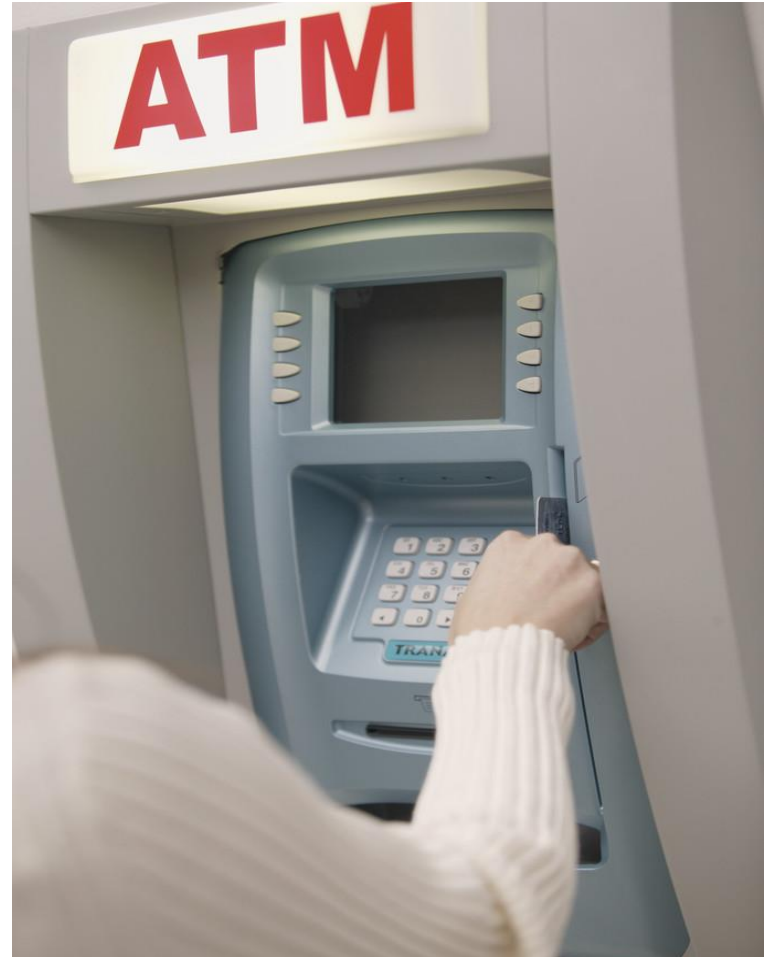


To this:

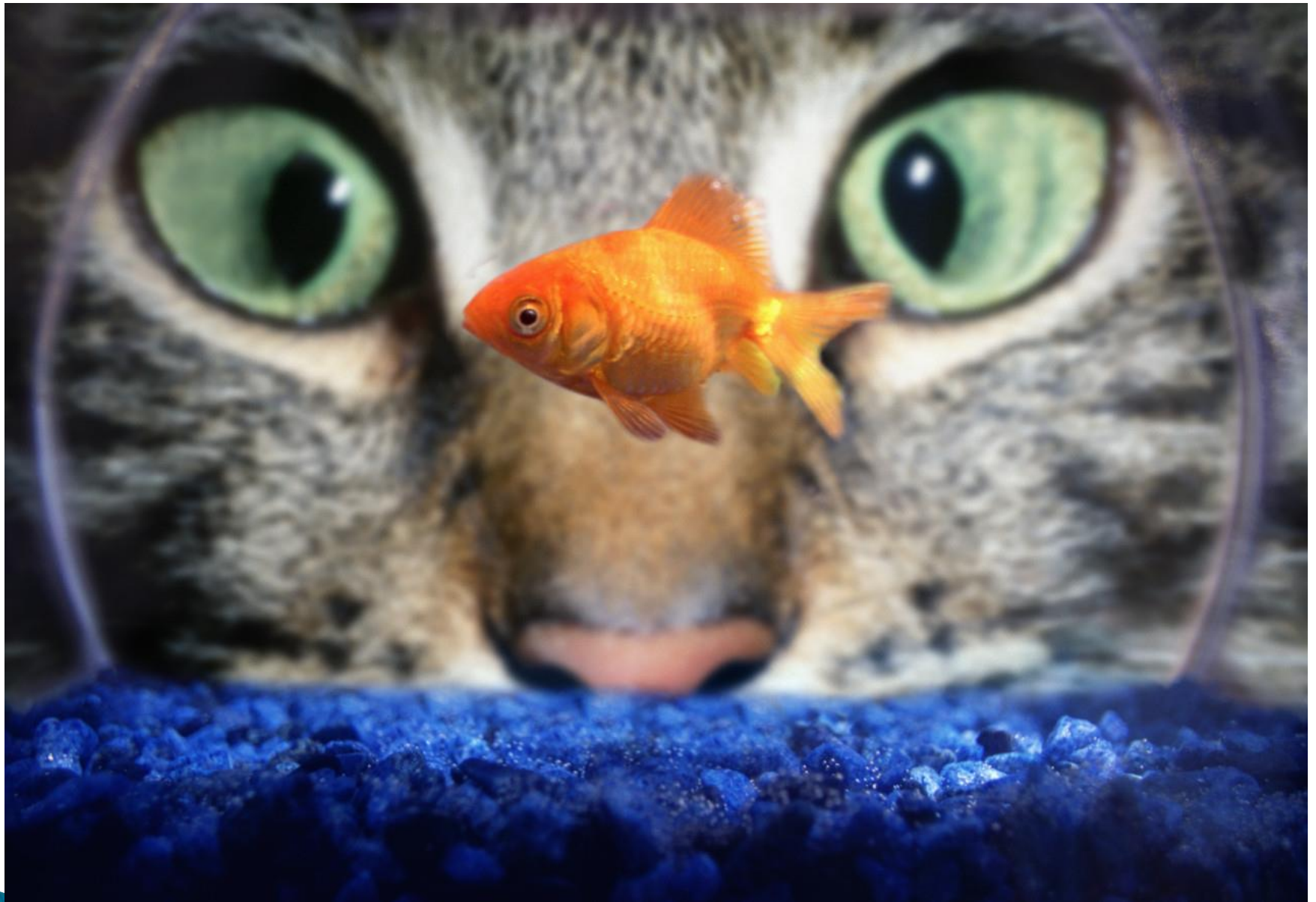
*“I think you would be  
interested....”*



# Donors are not:







# Starting the Conversation: Legacy is about mission and future vision





# Goal of Conversation

**Encourage the donor to think in a longer time frame than their own life.**





# Your Focus:



**Estate  
Planning:  
Think of the  
Future**

# Try to Avoid:



**Estate  
Planning:  
Your  
Upcoming  
Death**



# Listening Styles

## Competitive

- ▶ Listening with judgment
- ▶ Lack of attention
- ▶ Waiting to make a point or intervene



Photo credit: [garageolimpic](#) via flickr

## Collaborative


- ▶ Open
- ▶ Full attention to words and what's behind them
- ▶ Not necessary to intervene



# Open the Discussion




**Do you  
remember  
when...?**



**When our  
organization  
thinks out 50  
years, we...**



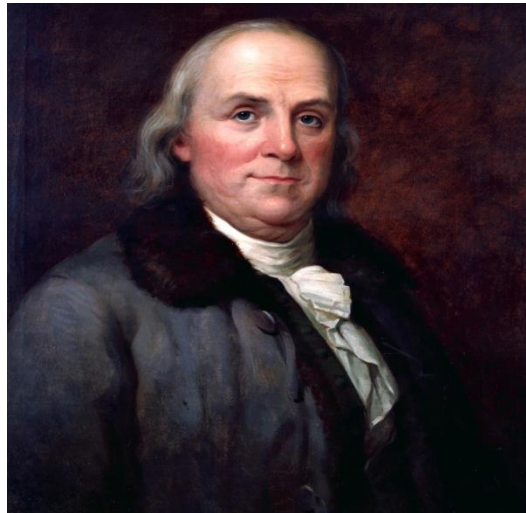
**Where did your  
parents come  
from?**



**Just in the years  
we have been  
working on this  
issue, we have  
seen....**

# 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.**

# More Recent Bequest 2013



**\$10 million to the New York Public Library and \$10 million to Central Park from a shy widow who told no one that she had money. She lived very simply and almost always wore a tracksuit. She volunteered at the library.**

**Mary Bailey, age 88**

**“No Funeral please”**



# Most Bequests:

From long time  
donors

Who gave small  
gifts

Whom you rarely  
or never met



# 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."





# 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](http://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](http://www.josseybass.com) or your local bookstore**