

I Wish I'd Thought of That 10 Years Ago

Launching a legacy program

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Learning Outcomes

- ✓ Build a case for investment in a bequest program
- ✓ Basics of how to set up a bequest program
- ✓ How to build a strong and progressively moving pipeline
- ✓ Setting goals and reporting on KPIs



Let's Debunk Some Myths



Six Common Myths

1. Bequest gifts are difficult
2. One needs to be an expert (lawyer, financial planner, etc.)
3. All bequests will be realized decades later
4. Good marketing focuses on organizational needs
5. Bequest marketing should be passive
6. Bequests are for the wealthy



There's One More ...



Bonus Myth



<http://kennariconsulting.com/planned-gifts-increase-annual-gifts-study-finds/>

Why Should We Care?

- ✓ The biggest wealth transfer from one generation to the next
- ✓ Expected \$16 trillion USD wealth transfer
- ✓ Imagine receiving just 0.1% of that!



What Does it Take?

- We need to stop spinning our wheels
- Look at the long-term vision
- Invest our limited resources where there is a greater rate of return
- Give donors an opportunity to realize their own philanthropic dreams – create a long-term supporter journey
- Training and support



The best time to start a bequest program is
20 years ago. The next best time is TODAY!



Building a Case

- 1) Find an ally on the board or the senior management team
- 2) Country or community profile
 - a. Breakdown of the population (male vs female)
 - b. Average life expectancy
 - c. Education level
 - d. Ownership of assets
 - e. % of adult population with a will
 - f. Charitable donations as % of GDP
 - g. % of population that have donated in the last 12 months
 - h. Average country annual donor contribution
 - i. Number of registered charities



Building a Case

- 3) Look at your organization's potential through data mining
 - a. Age groups
 - b. Years donating
 - c. Years lapsed
 - d. Other supporter behaviours, ie: signing petitions, attending events



Setting Up Your Legacy Program

- Identify and recruit a board champion
- Find allied professionals
- Surround yourself with knowledgeable bequest fundraisers (mentor)
- Create marketing materials and sample bequest language
- Bequest Prospect Workbook (xls)



Building & Working Your Pipeline

- ✓ Qualification: survey to bequest prospects
- ✓ Qualifying respondents within Bequest Pipeline Matrix (doc)



Reporting and KPIs #FTW

- Legacy Income
- Number of FTE devoted to Bequests
- Number of new LSJ stage 09 gifts
- Number of new LSJ stage 09 gifts from existing LSJ (have previously entered into legacy conversation)
- Number of new LSJ stage 09 gifts from known supporters (no previous legacy conversation but known supporter)
- Number of new LSJ stage 09 gifts from unknown supporters (not known in any capacity by the organization)
- Number of supporters aged >55
- Number of face to face contacts year-to-date
- Number of new LSJ stages 4-6 (considerers)
- Number of new LSJ stages 7 (new intender)
- Number of new LSJ stage 8 (new pledger)



Good Luck!

