



Beyond the Gift:

Nurturing Legacy Society Members for
Lifelong Philanthropy



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Today's speakers



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Session Objectives

Look at Ways to make *Your* Legacy Society more effective

Set it and Forget it doesn't work anymore

New research shows that people change their minds



Today's Agenda

1. Importance of Life-long stewardship
2. Cultivating Additional gifts
3. Strategies for Legacy Society Data



Legacy Society

- Community of Recognition and Support
- Naming
 - Year of Founding
 - Name of Individual
 - Founder/Pioneer
 - Landmark



1. Strategies in Legacy Society Donor Stewardship



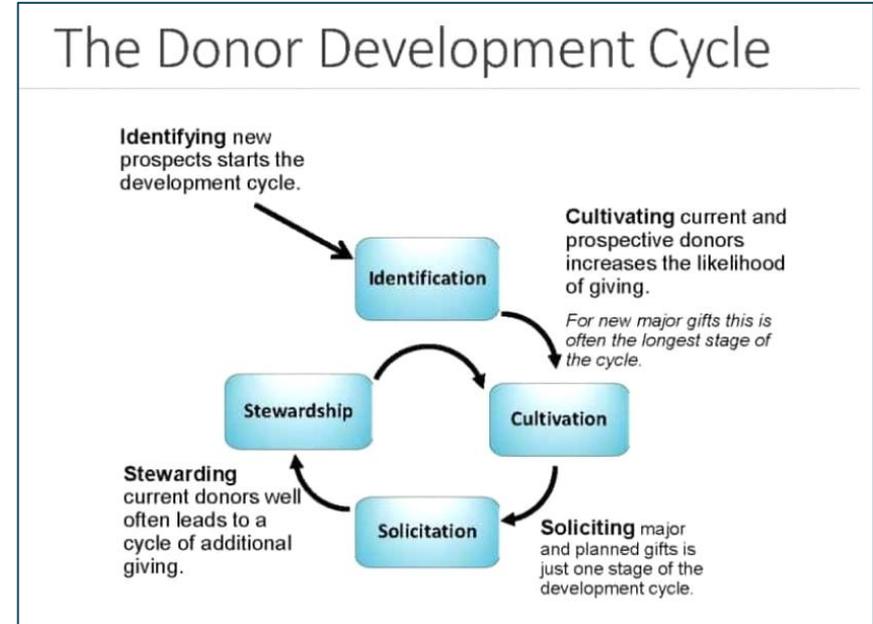
AHP ANNUAL
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The Role of Stewardship in the Donor Cultivation Lifestyle Cycle

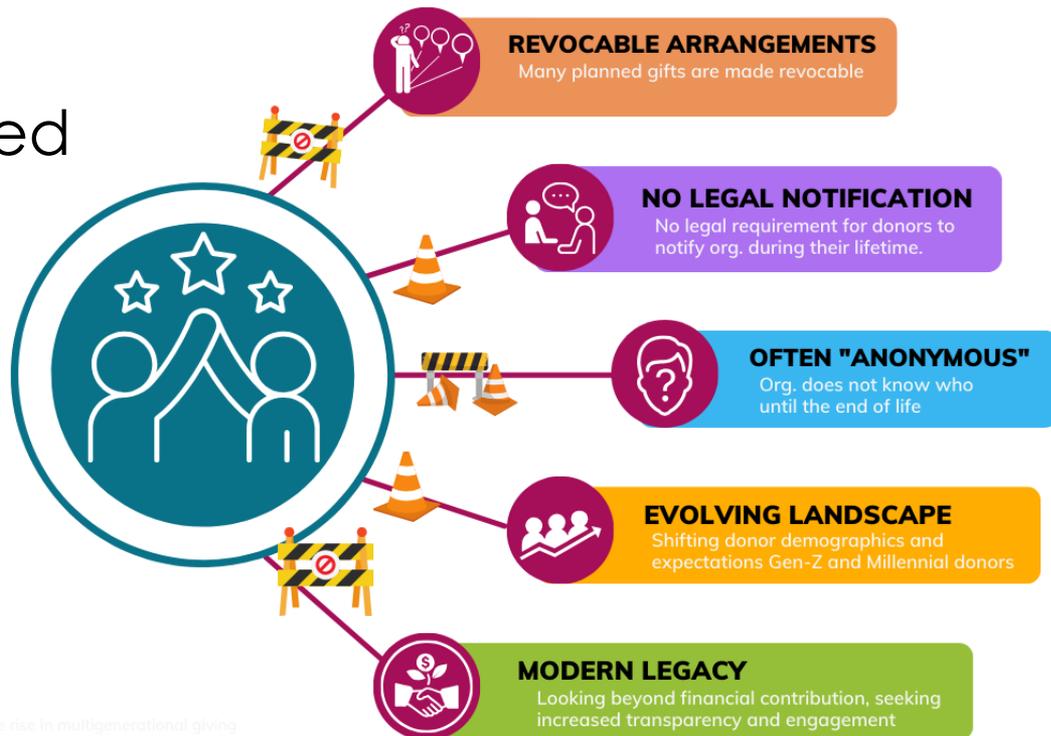
- Regardless of the effort stewardship of a gift and its donor is the **foundation** of the Donor Cycle

Cannot move forward without stewardship



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Unique Challenges to Stewardship for Planned Gifts



The rise in multigenerational giving



Strategic Stewardship

- Let your donors choose how often they hear from you
- Invite your donors to see the impact of their gifts
- Make your approach relevant to that donor
- *Bonus... Offer a money-back guarantee?*



Engage Your Legacy Society Donors

- Outcome
 - Retention of donors at the annual giving pipeline
 - Increased giving
 - Increased affinity
 - family involvement building
 - loyalty and build major gifts, planned gifts, and legacy gifts.



Engagement, trust, loyalty, and commitment lead to success over the years and a natural progression – engagement leads to planned gifts.

Once it becomes a natural part of what you do it shows, and you can see the results quickly in 2-4 years after an initial plan. — Peggy Killeen



A Legacy of Love

An exemplary story of
multi-generational legacy
giving **that led to a \$1M gift**

A family's legacy of kindness,
generosity, and thoughtful
stewardship will live on to
benefit future generations of
Marian patients and families.





The Family's Legacy Not Only Continues -> yet increases

- Parents:
 - Cornerstone and Annual Donors
 - Foundation Founding Board Member
 - Honorary Foundation Board Member
 - Seniors Seeking Increased Income
 - Owners of Highly Appreciated Assets
 - Real Estate
 - Securities
 - Businesses





Legacy Society Culture

- Fostered a deep relationship with the parents **and children** over many years
- Celebrated donor contributions
- Nurtured a shared commitment for the hospital's philanthropic goals
- Showcased commitment to donor stewardship by honoring donor wishes
- Built an emotional connection
- Long-term vision



2. Cultivating Additional Gifts from Legacy Society Members





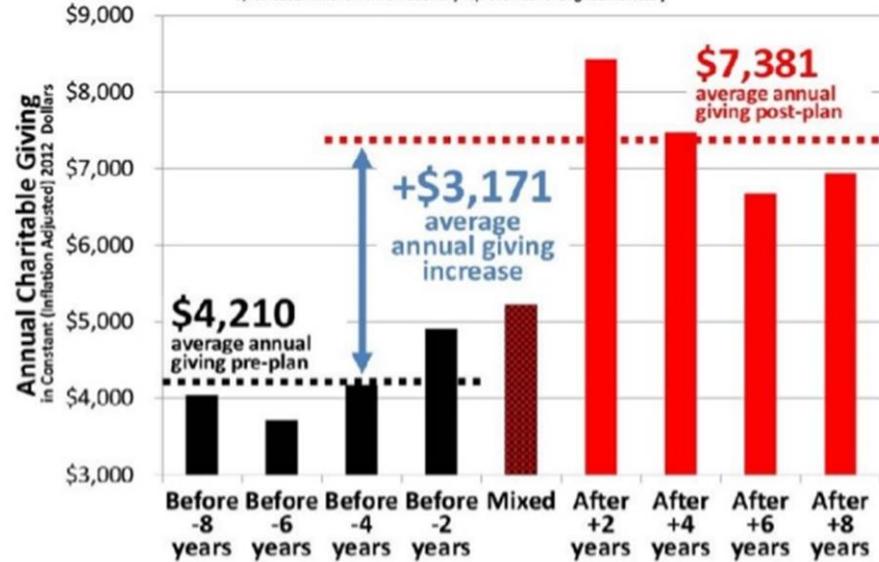
Legacy Society

- Increases planned gifts
- Will/bequest is first gift
- Legacy Society Donors
 - Give additional gifts
 - Give different types of gifts

Planned Givers Give More

Giving Before and After Adding Charitable Beneficiary to Estate Plan

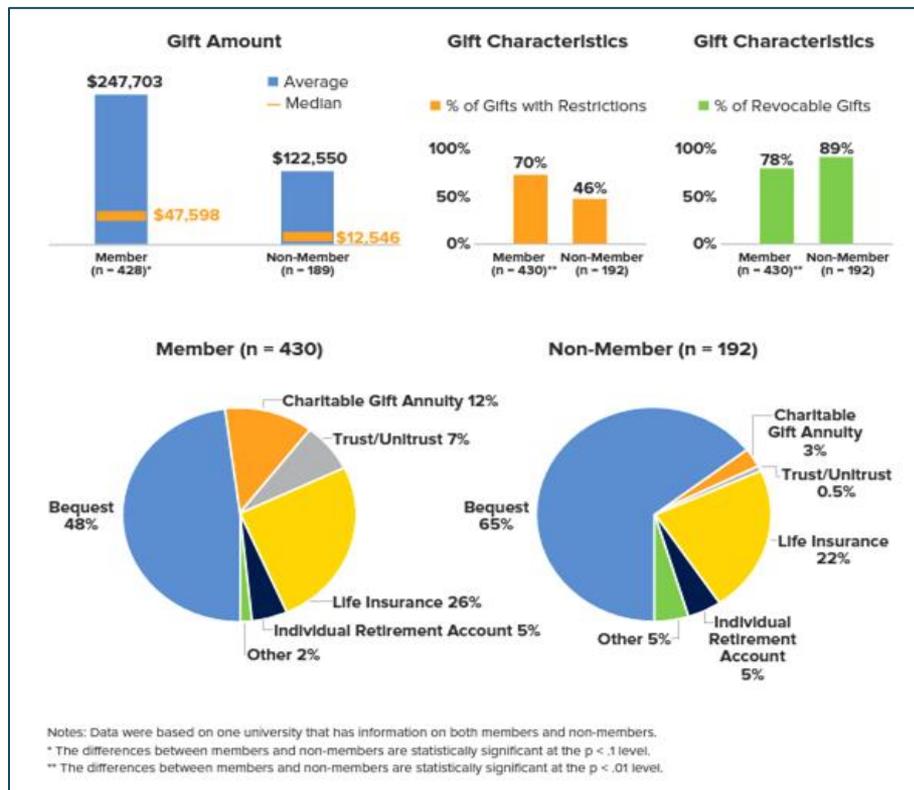
9,439 observations from a nationally representative longitudinal study



Source: Russell James

Planned Gifts Made by Legacy Non-Members and Members

Non-Member gift is first gift
Member gifts are subsequent gifts



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Three-tiered ask

- Planned Gift
- Campaign Gift
- Annual Gift





IF Bequest is First.... What is Next?

- Another Planned Gift
 - CGA, DAF
- Campaign Gift
 - Blended Gift
 - Revocable PG
 - Irrevocable PG
- Annual Fund Gift
 - Annuitize Annual Fund Gift



3. Keeping Legacy Society Donor Data Up-to-date





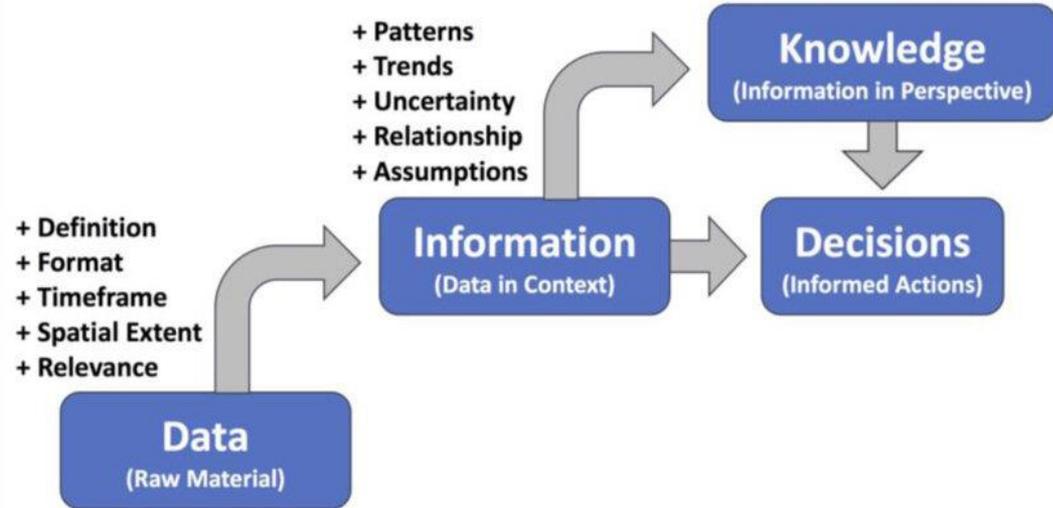
Lots of Questions...

1. Who to invite to the Legacy Society luncheon event
2. When was the last time the Legacy Society donor wall was updated





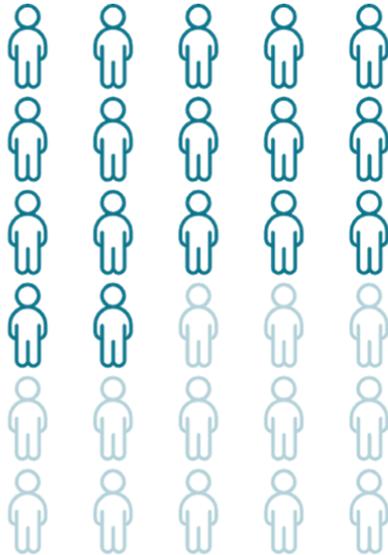
Pathway to Sound Decisions from Raw Data



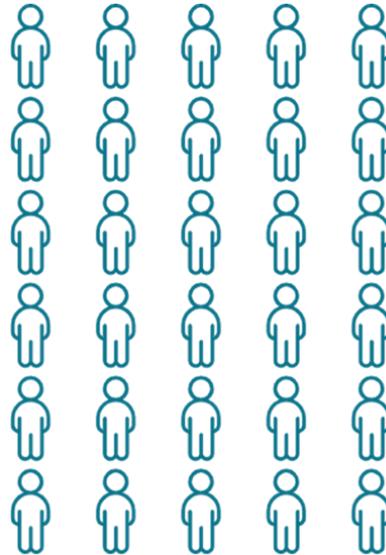
Adapted from Figure 1.1 (Mosely et al. 2009) with permission



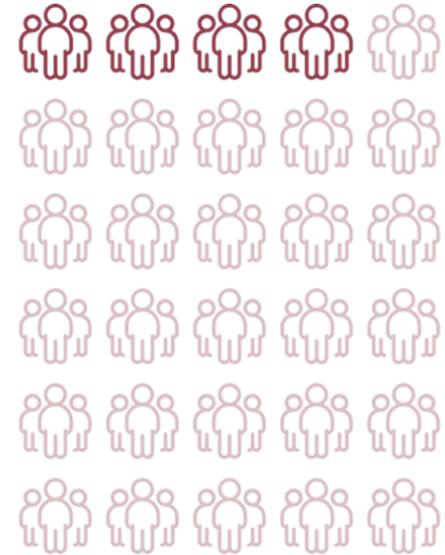
Grouping Legacy Society Members



Living



Deceased



Deceased - Next of Kin



Designing Your Data

- This is a long term relationship
- Identify Legacy Society Members
 - Named recognition program
 - Use an attribute
 - Planned Giving module
- Segmentation strategy
 - Stewardship
 - Additional Giving
 - Annual, Major/Campaign, Planned
- Group by how you want to steward/interact with them



Group Exercise

Group 1

Who do you invite to your Legacy Society Luncheon?

Why?

Group 2

You learn that a member of your Legacy Society passes away. How do you express condolences?



Resources

- **Indiana University Center on Philanthropy:** The 2016 Planned Giving Study--Building Lasting Legacies: New Insights from Data on Planned Gifts
- **Kotter, J. P.** (2012). *Leading change*. Harvard Business School Press.
- **Pidgeon, S.** (2015). How to love your donors (to death). Directory of Social Change.
- **Russell James:** Inside the Mind of a Bequest Donor www.encouragegenerosity.com
- **The PGgrowth Planned Giving Podcast:** It's all about stewardship – Sept. 7 2022

Thank You!



Nurturing Legacy Society Donors

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