

Subject: PG Tip from Leave A Legacy® - Taking Advantage of the Dog Days of Summer

Dear Leave A Legacy® Partner:

The Dog Days of Summer.

The phrase refers to the hottest, most sultry days of summer. The 'Dog Days' can also characterize a time period that is stagnant or marked by a dull lack of progress. The Dog Days of Planned Giving, anyone?

Summer can be a tough season for Planned Giving. People are traveling, taking vacations, enjoying their outdoor activities. It's a time to relax and enjoy friends, to fire up the barbeque, to go on a hike, take in a baseball game or enjoy an evening concert. As fundraisers, it can be a lot harder to reach people, much less engage them in substantive conversations about your organization's needs. Throw in the current economic stress that some feel and summer can appear a bit fruitless, at least from a fundraising perspective.

But there is opportunity too.

With the fall and its year-end push right around the corner, these waning days of summer present a great planning opportunity. Can you get ahead of deadlines for any upcoming PG marketing pieces? How about making a short list of PG prospects that you want to prioritize over the next 2-3 months? Is there a near-term opportunity to educate your board about the long-term nature of PG fundraising? Is there anything you can do to better position your program going forward?

The fall will be here shortly, bringing a likely uptick in your activity level. By taking advantage of the Dog Days, you can better position your PG efforts for the coming months and beyond.

As always, best wishes in all of your efforts. Thanks you for the work you do to help strengthen our communities.

Sincerely,

Your Leave A Legacy® Committee
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