

## PG Tip from Leave A Legacy® - Planned Gift Fundraising is a Slow Process

Dear Leave A Legacy® Partner,

Planned gift fundraising is a slow process. Very few people are actively planning their estates at any single moment in time. For those who are, we must remember that people have a lot to think through – family dynamics, personal mortality, the complexity of making a plan – none of which has much to do with our organization. An estate gift is just one piece of the puzzle. As such, our marketing needs to reflect (and respect) this process.

No attorney would respond to someone wanting to 'urgently' plan his or her estate. The attorney would counsel a slower, more thoughtful process, one that allows a person to consider all options. The goal is never the quickest estate plan, but the most effective one. Our marketing should emphasize the same. Phrases like "Act Now!" might be appropriate for marketing flat screen TVs (or in direct mail campaigns), but they don't reflect the decision-making process in estate planning. We need consistent, low-key messages that encourage thoughtful consideration and emphasize the enduring nature of our mission.

Please take a moment to review the following article at CPGR Leave A Legacy® website: [http://www.cpgr.org/lal/nonprofit\\_marketing\\_tips.htm](http://www.cpgr.org/lal/nonprofit_marketing_tips.htm). There are several marketing tips that may be helpful. Like many such articles, it's a bit generic, but it does highlight the basic content of a strong PG marketing program. The 'art' of effective marketing is always to present our content in ways that both respect the donor and encourage interest.

Spring is on its way. Is your PG program ready?

Sincerely,

Your Leave A Legacy® Committee  
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P.S. Is this the first time you remember receiving a Leave A Legacy® Tip of the Month? You will find past additions of these tips on our website at [www.LeaveALegacy-Colorado.org](http://www.LeaveALegacy-Colorado.org).