

PG Tip from Leave A Legacy® - Dealing with a Difficult Fundraising Period

Dear Leave A Legacy® Partner,

By now, the chairs are stacked, the lights have been turned low and doors locked tight. Year-end is behind us and 2008 is in the books. Hopefully, your books sport good numbers.

Clearly, we're all in the midst of a difficult fundraising period, with a level of economic uncertainty unprecedented in our careers. It's important to keep perspective, however. The core principles that guide effective fundraising still apply, perhaps now more than ever. People give to people. People give when asked (and vice versa). Most of your support will come from a relatively small number of people. And it's still all about relationships.

These core principles are especially true in Planned Gift fundraising.

The only way 'out' of difficult fundraising periods is by working 'through' them. As you consider your plans and resolutions for the New Year, please add one more to your list: Talk to more people about making a planned gift. Don't be too concerned with outcomes, just commit to the raising the subject more frequently. There will always be people who will say 'no' for the right reasons, and that's okay. But by raising the topic with more people, you're far more likely to hear a 'yes' at some point – and for everyone else, you're planting an important seed for future consideration. After all, a 'no' today does not mean 'no' forever. And be respectful along the way. By building a relationship based on trust and confidence in you, the stage is set for future conversations.

So, please, add this goal to your list. It will serve both you and your organization very well. It doesn't have to be a formal, systematic effort. It can be as simple as an afterthought in a conversation: "Oh, by the way...have you ever considered including us in your estate plans?" Let it be flexible. You're not trying to close anything at the moment you first raise the question. Let it breathe. But raise the subject.

Again, thank you for your efforts to strengthen the organizations that you serve. As always, good luck in your efforts and please let us know how we can best be of help.

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.