

## PG Tip from Leave A Legacy® - Stay Close to Your Best Supporters

Dear Leave A Legacy® Partner:

"Buddy, can you spare a dime?"

For some reason, the title of this famous depression-era song seems the appropriate place to begin.

A lot of fundraisers are asking good questions of one another these days. How is your program doing? Are you on budget? What are your donors saying? What will the year-end bring? If the questions raised are any indication, people are growing concerned.

With the stock market losing momentum of late, the full impact of the Gulf oil spill still unknown, open concerns about a possible 'double-dip' recession, and the ever-heightening political tension that characterizes our times - it's no wonder that many people are nervous. For anyone looking for a reason NOT to give, there are plenty to choose from.

Fortunately, there are plenty of reasons TO give as well. We see them daily. Inside every organization, important work is taking place – work our donors trust and still want to support, even if they're questioning their ability to do so (right now).

People still believe in our organizations, but they're also watching their cash flow and assets levels very, very carefully. Against this backdrop, we still have opportunities.

First, stay close to your best supporters and strengthen other key relationships. Many will continue their support. And just because someone decides against a gift today, it doesn't mean he or she won't give again soon. Honor their concerns and lay the foundation for a gift when they subside. Take care of these donors and their gifts will return. Secondly, please introduce the option of an estate gift to more folks. For some, the current uncertainty will increase their interest in a planned gift.

As an exercise, write down 3-5 names of people to approach - people that are deeply committed, but are not sure of their current support. Think of people that want to stay close to your organization, and want you to understand they still care. You do have another option. Bring up the subject.

If appropriate, the Leave A Legacy® website has articles and ideas that can help you begin these conversations with prospective donors. Please visit [www.cpgr.org/lal](http://www.cpgr.org/lal).

Finally, thank you (again) for all you do. Especially now. No one knows what the fall will bring, and there are good economic reasons for a little optimism too. 'Worst case' scenarios are seldom predicted in advance.

Best wishes in all of your efforts.

Sincerely,

Your Leave A Legacy® Committee  
Colorado Planned Giving Roundtable  
(303)932-6168  
[cpgr@msn.com](mailto:cpgr@msn.com)

