

PG Tip from Leave A Legacy® (August 2007)

Dear Leave A Legacy® Partner:

It's an old cliché, but people still do give to people. Various studies (including a recent one) have shown that one of the biggest reasons people do not make charitable gifts is that they aren't asked. The same holds for planned giving. Don't assume that silence means a person won't be interested. Often enough, that same person may never have given thought to an estate gift.

**Monthly Tip**

This month's Leave A Legacy® tip is a valuable one. Ask the very NEXT donor you speak with to consider including your organization in his or her estate plans. Recognize, in advance, that such gifts won't be appropriate for everyone (so keep your expectations realistic), but ask the following question:

"Have you ever considered including (name of organization) in your estate plans?"

Then be quiet and listen to what the person says.

Perhaps she's decided not to make any charitable gifts through her estate. Perhaps he's made other charitable estate gifts, but won't be remembering your organization. Occasionally, a person will have included you already, but never felt there was the right opportunity to share the news. Sometimes, it will be the first time the person has ever been asked...and perhaps, it's something they will consider.

But you won't know unless you ask.

Sincerely,

Your Leave A Legacy® Committee  
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P.S. By the way, it gets easier and easier...the more you ask!