

PG Tip from Leave A Legacy® (June 2007)

Dear Leave A Legacy® Partner:

Thank you again for your participation in Leave A Legacy and we hope your fundraising efforts are going well.

As you may recall, last month we announced a Blast Email Series of Leave A Legacy® "Tips" to help you start or strengthen your planned giving efforts. We appreciated the positive feedback and would encourage you to continue sharing any thoughts that might help make this effort more effective. We're an all-volunteer committee and we're here to serve you.

Monthly Tip

If you've not already done so, please consider adding two specific check boxes to all fundraising reply mechanisms that you use (donation envelopes, reply cards, etc.). Their purpose is to provide your donors with an opportunity to communicate with you about a planned gift.

These two check boxes can read as follows:

I would like more information about including [Your Organization] in my estate plans.

I have already included [Your Organization] in my estate plans.

Such check boxes are often a catalyst for a productive planned giving conversation, whether a person has already made a gift or is simply interested in learning more. In addition, please consider the other ways you communicate with donors to see if similar opportunities exist. By creating opportunities for people to 'self-select' you will start identifying some of your best planned giving prospects.

Again, thank you for your partnership with Leave A Legacy®. Please feel free to offer any suggestions that might help strengthen this effort.

Sincerely,

Your Leave A Legacy® Committee
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