



Growing Your Ministry Through Legacy Giving

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1 Chronicles 29:11-14

“Yours, Lord, is the greatness and the power
and the glory and the majesty and the splendor,
for everything in heaven and earth is yours.

Yours, Lord, is the kingdom;
you are exalted as head over all.

Wealth and honor come from you;
you are the ruler of all things.

In your hands are strength and power
to exalt and give strength to all.

Now, our God, we give you thanks,
and praise your glorious name.

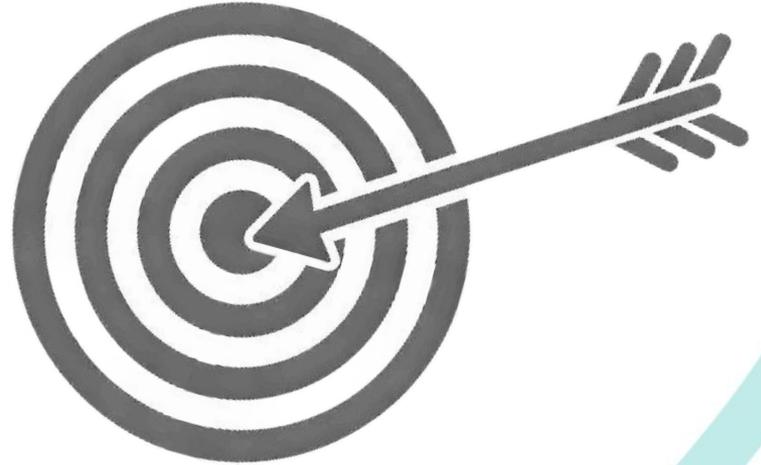
But who am I, and who are my people, that we should be able to give as
generously as this? **Everything comes from you, and we have given you
only what comes from your hand.”**



Introduction

Why are you here?

What are your top 1 or 2 questions or goals for our session?



Takeaways from our session:

1. Importance of Legacy Gifts
2. Understanding the context
3. Recruiting Volunteers
4. Strategies for Moving Forward
5. Documenting the Gift
6. Basic Marketing Strategies

Overview of Legacy Giving

Ministry Benefits

- Helps secure the future financial foundation of the ministry.
- Creates a low-cost strategy for confirming future gifts.
- Provides an up to date, documented projection and flow of future gifts.
- Strengthens the donor engagement strategies for development team members.

- AARP research shows that **6 out of 10** adult Americans don't have wills and many have documents that are out of date.
- **Fewer than 10%** have charitable intent in their plans.
- Religious organizations receive the largest percentage of estate gifts, **35%**.
- **\$70-80 trillion** wealth transfer.
- **80%** simple will/trust/retirement fund beneficiary designations.



URGENT

- Most make their initial estate plans between ages 45-58; revisions continue into their 70's & 80's.
- IRA/Retirement fund giving – fastest growing.
- Charity list shortens with revisions.
- Boomers' average age is passing through their 70's.

WHY LEGACY DONORS GIVE....

5. They have a long-term relationship.
4. The ministry has a track record of accomplishment.
3. The ministry is “making a difference.”
2. They see gifts adding lasting value – not spent on annual operations.
1. They were personally asked!



Most Common Gift Options



- IRA beneficiary
- Retirement Fund
- Life Insurance
- Will or trust % designation/remainder
- Donor Advised Fund/Family Foundation residual beneficiary
- Charitable Remainder Trust



Basic Marketing Options

- Include information in your annual fund or campaign case
- Prepare a list of gift designations
- Include a prompt in regular mailings/newsletters
- Publish/remind “ways to give”
- Host informational gatherings



Common Non-Cash Assets

- Securities
- Real Estate
- Closely held corporate stock
- Life Insurance
- Cryptocurrency
- Royalties, collectibles, copyrights, patents, precious metals



Know your state's capital gains tax



States with No Capital Gains Tax

- Alaska
- Florida
- New Hampshire
- Nevada
- South Dakota
- Tennessee
- Texas
- Wyoming



Documenting the Gift

- Copy of instrument (will/trust)
- Initialed charitable beneficiary page
- Letter from legal counsel
- Signed declaration form
- Donor letter or email
- Beneficiary document (IRA, retirement fund, life insurance, etc.)

Personal Representative

- Wills, trusts and other instruments name a successor to manage and complete distributions.
- Ask your donor to provide detailed contact information to help care for their gift.
- Keep current with periodic updates or after life events.
- Explore ways to establish a relationship. May not be a family member for the survivor.

Identifying Top Prospects

Let's Look at Your Data

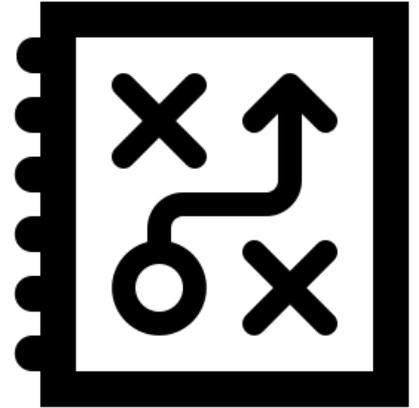
1. *How many documented future legacy gifts, with gift projections, do you currently have? What is the total projected gift amount?*
2. *Have these gift amounts been re-confirmed and documentation updated within the last three years?*
3. *How many documented gifts do you have without gift projection amounts?*

Let's Look at Your Data

- 4. How many legacy gifts have matured in the last three years? What's the total amount of those gifts?*
- 5. How many active donors do you have that have been giving for 15 or more years?*

Legacy Prospect Strategies

- Confirm known estate gifts - update gift details and amount.
- Historically known but no documentation
- Long term donors not included above (15 years plus)



Volunteer Team

- Small team of three to five (3-5) long term stakeholders who:
 - Already have or willing to make a legacy commitment.
 - Will attend a launch training session
 - Will attend monthly check-in meetings
 - Will commit to reaching out to two or three (2-3) others per month

Making the Legacy Ask

Preparing for the meeting

Advise the donor in the set up for the meeting (phone/letter/email) that you will be discussing their legacy gift.

“In our next meeting, I would like to begin a conversation about a future estate gift.”



The Key Question

“Have you already or would you consider including a gift in your estate?”

Follow Up

- Always have an agreed upon next step and timeframe - "spoken out loud with the donor".
- Legacy gift follow up is much longer time frame.

The Importance of Donor Care



- Over 90% of all gifts are revocable.
- *Thank often.*
 - Remind them of how much their gift is valued and appreciated.

Strategies for Legacy Donor Care

- Branded Invitations to special events
- CEO updates
- Reporting on areas of interest
- In person visits
- Legacy Fellowship/Society (needs real benefits)
- Asking for updates on their gift plan (every three years or after a life event)

Impact

- Legacy
 - Typically the largest single gift by a ministry partner
 - Often a 10 to 20 times multiple or more of their lifetime giving
- The data also shows that confirmed legacy donor annual giving increases by 30 to 70% in the five years following their legacy gift commitment.

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