THE COMMUNITY FOUNDATION FOR THE CAPITAL REGION

THE REGIONAL CENTER FOR PHILANTHROPY

The Community Foundation for the Capital Region's Legacy Partnership Program℠ Approach

The Community Foundation for the Capital Region's Legacy Partnership Program℠ is a unique approach to building endowments. It is not carried out as a campaign, but as a long-term approach to endowment building by strengthening existing relationships with agency supporters, past and present staff and trustees, partners, and volunteers (friends).

The program's underlying assumption is that most gifts to endowments are made from the estates of families when they are considering those organizations that have made a strong and lasting impact on their lives.

The goal of the program is to educate agency friends about the different charitable gift vehicles available so that they are able to make informed decisions when talking with their estate attorneys or financial planners about their distribution of assets reflecting their charitable goals. The Community Foundation for the Capital Region staff will provide scenarios, consultation and materials for different gift vehicles. Staff will not provide legal, investment, or tax advice to an agency's prospects. The Foundation's focus and approach is education. Additionally, traditional sales approaches are not part of the Legacy Partnership Program℠.

Once a friend indicates that they have included an agency in their long-range plans, they will be included in a special legacy society that is created by the agency. The society will include a yearly "thank you" event restricted to those friends who have said they have included the organization in their long-term plans. Entrance into the society is not based on wealth. At no time will we ask a friend to tell us the amount of the gift they have included. As we further develop our relationship, they may decide to disclose that specific information to us.

The program is implemented through the partnership between The Community Foundation for the Capital Region's Legacy Partnership Development Officer, the Executive Director and Development Director of the non-profit agency. It is desirable that key members of the organization attend The Community Foundation for the Capital Region's Endowment Institute to learn about the unique approach to endowment building.

Together, the Legacy Partnership Development Officer, Executive Director and Development Director schedule meetings for the year to work on endowment building as well as craft a plan for carrying out the program. The plan includes the following tasks.

Build a prospect list of 80-120 close agency supporters.

Invite subsets of the prospect list for gatherings of 6-10 people to discuss the organization's goals and planned giving.

Send mailings of educational materials (provided by The Community Foundation for the Capital Region) to the prospect list regarding estate-planning techniques that benefit charitable organizations and families.

Create an agency brochure that summarizes their legacy program to be mailed to the prospect list and distributed at gatherings and meetings.

Include articles about the agency's legacy program in their own newsletters and web sites in order to reach their friends beyond the prospect list.

Conduct individual meetings with prospects who have expressed interest in including the agency in their plans. Also meet with friends who may not have considered long-term gifts, but have deep affection for the agency's work and may do so given various options. The initial meetings with individuals are designed to educate them about the goals and projects of the agency first, and then the charitable gift options that are available to them. ***It is required that the Legacy Partnership Development Officer attend all individual meetings that are scheduled by the Executive Director.***

Conduct follow-up meetings with individuals to continue the education process or provide a personalized charitable gift strategy.

Capitalize on appropriate, existing events to promote the agency's legacy society (i.e., annual meetings, special meetings, sports outings).

Form an endowment committee to assist with the prospect list, opportunities for gatherings, assist with mailings, etc.

Form an advisory committee to work in concert with The Community Foundation for the Capital Region's Gift Acceptance Committee and investment policies.

Report progress to the agency's Board at regular intervals.

Agency's Roles and Responsibilities

Executive Director

- Designate 6 days a year for endowment building and meeting with The Community Foundation for the Capital Region's Legacy Partnership Development Officer.

- Engage the Development Director (if available) in activities that occur between visits such as mailings, coordination with endowment and advisory committees, etc.

- Work with development director to identify members for the endowment and advisory committees.

- Craft a vision of how a strong endowment will further the organization in the future and be prepared to share the story at gatherings and individual meetings.

- Attend endowment and advisory committee meetings.

- Create the prospect list and share the list with other staff, volunteers, and board members for their input.

- Between meetings, schedule 3-4 individuals for the upcoming Legacy Partnership Development Officer visit.

- Communicate schedule/meeting changes and pertinent information to the Legacy Partnership Development Officer.

- Ensure communication of program progress to the Board.

- Share information about the agency's legacy program whenever appropriate.

Development Director

- Work with Executive Director to coordinate 3-4 meetings of endowment committee each year.

- Work with Executive Director to coordinate meetings of advisory committee (after the first year).

- Ensure newsletter articles are completed and reflect the Legacy Partnership Program℠ approach (if applicable).

- Share written material with Legacy Partnership Development Officer in order to ensure content and originality.

- Assist the Executive Director to coordinate visits.

- Assist the Endowment Committee to ensure that the gatherings are properly scheduled and guests are invited.

Endowment Committee

- Review prospect list for additions and availability of friends.

- Identify a chair to help ensure completion of tasks (if desired).

- Assist in naming the agency's legacy society.

- Help to set financial and qualitative goals for the program.

- Assist with mailings to the prospect list and author letters (when appropriate).

- Identify opportunities for gatherings of friends and host these gatherings when appropriate.

- Interpret the agency's legacy program and progress to the Board at mutually agreed upon times.

- Create the yearly recognition program for the agency's legacy society.

Advisory Committee (after year one of the program)

- Provide technical advice to the Executive Director.

- Host seminars/classes on different estate planning/charitable giving topics for the agency.

- Work in concert with The Community Foundation for the Capital Region's Gift Acceptance Committee and investment policies.

Board of Trustees

- Provide support and endorsement for the program; participate on committees, if appropriate.

- If possible, provide opportunities to host gatherings (i.e., former board members, current board members and spouses/partners)

- Attend gatherings when invited if possible; this shows committee volunteers that Board members are committed.

The Community Foundation for the Capital Region's Roles and Responsibilities

Legacy Partnership Development Officer

- Ensure development of a viable plan for the agency.

- Review and update the plan at each visit to ensure adherence to the plan.

- Meet the needs of the organization by providing flexibility when advance notice is given.

- Provide an overview of the agency's legacy program at gatherings.

- Provide an overview of agency's legacy program during individual meetings.

- Attend all endowment and committee meetings, assist in facilitation of the meetings and identification of participants when needed; schedule committee meetings on Legacy Partnership Program℠ days.

- Utilize resources at The Community Foundation for the Capital Region to provide expertise in charitable planned giving to meet the needs of prospects through

  scenarios, materials, and/or special meetings and the use of the Foundation's web site, www.daytonfoundation.org.

- Provide follow up correspondence for all participants of gatherings and individual meetings.

- Provide Executive Director and Development Director draft materials for newsletters and external communications, if requested.

- Update call plan and project timeline for project to share with the Executive Director and Development Director.

- Provide yearly update to the Board of Trustees at a mutually agreed upon date.

Expected Outcomes

Agencies that delay or omit portions of the program will not prove as successful as other organizations. In many cases, gifts will not be known until they are realized. Additionally, if an organization does not continue its legacy society after the initial 4-5 year program, the likelihood of a gift being realized may be reduced. The success of the program is based on the strengthening and building of a long-term relationship with legacy society members and thanking them on a regular basis.

Additional outcomes:

Establish a pure endowment fund at The Community Foundation for the Capital Region for legacy gifts to provide a source of permanent income to the agency once gifts are realized.

Provide an education to close friends of the agency so that they optimize their charitable giving goals and reduce undesirable estate taxes, capital gains, and income taxes for some individuals.

Uncover and identify agency's friends and engage these friends in the activities of the organization, if applicable.

Establish ongoing relationships with agency friends who have included the agency in their long-term plans through the agency's legacy society so that gifts will be less likely to be revoked.

Endowment building will be more likely adapted into an organization's culture after participating in the program.

Residual effects from the program may occur such as increases in current gifts by people who learn about the agency's plans for the future.

Reporting Procedures

Board of Trustees

A successful endowment building program needs Board support and endorsement. The goal of the Legacy Partnership Program[SM] is to ensure the agency's Board is updated on the plan's progress at least once quarterly. Endowment Committee volunteers are asked to attend Board meetings to update the Board on program progress. In lieu of a committee volunteer, the Executive Director will provide regular updates. Yearly, the Legacy Partnership Development Officer will update the Board in person regarding the program's progress. The report will include the following:

Summary of initial plan verses actual results

Number of gatherings held to-date

Number of events that have included information about the legacy society, if known

Number of individual meetings held to-date

Mailings that have been sent to prospects and in newsletters

Number of new gifts committed

Number of endowment gifts received with donor name

Next year's plans

Executive Director

The Executive Director will be provided a copy of the information that is shared at the yearly Board meeting. The information will be based on the ongoing notes and discussions that take place throughout the year. The project timeline and call plan will serve as the source of the information.