



F R I D M A N

STRATEGIES

Turning Your Board into Legacy Ambassadors

Presented at LIFE & LEGACY™

May 2019

What is an Ambassador?

▶ am·bas·sa·dor /am'basədər/

noun: **ambassador**; plural noun: **ambassadors**

a person who acts as a representative or promoter of a specified activity.

“she is a good ambassador for the organization”

▶ Synonyms:

campaigner, representative, promoter, champion, supporter, backer, booster

Warm Up Question

- ▶ Are your board members strong ambassadors for legacy giving?

The Board and Legacy

- ▶ The board is responsible for setting the long-term strategic direction of the organization and for ensuring it has the necessary funds to achieve it.
- ▶ Legacy is about making sure there is a long-term – sustainability!
- ▶ The board are the **primary ambassadors** for your organization.
- ▶ **Question is not *IF* the board wants to be ambassadors but *HOW!***
- ▶ Board members can take on specific roles. It does not have to be all or nothing.

How to Engage Your Board

1. Initial and yearly board presentation about the legacy program
2. Make it a board priority
3. Set goal of 100% board participation
4. Be specific in your ask
 - Do a presentation about ways to be involved
 - Have a sign up sheet
 - Meet with individuals



How to Engage Your Board

5. Offer training
 - At your organization in person or webinars
 - By coming to this or other conferences
6. Follow-up with individuals or group meetings
7. Set goals for numbers of prospects, moves, meetings, asks, letters of intent and commitment realization confirmations that you will achieve
8. Motivate the board by reporting progress
9. Celebrate success by individual board members

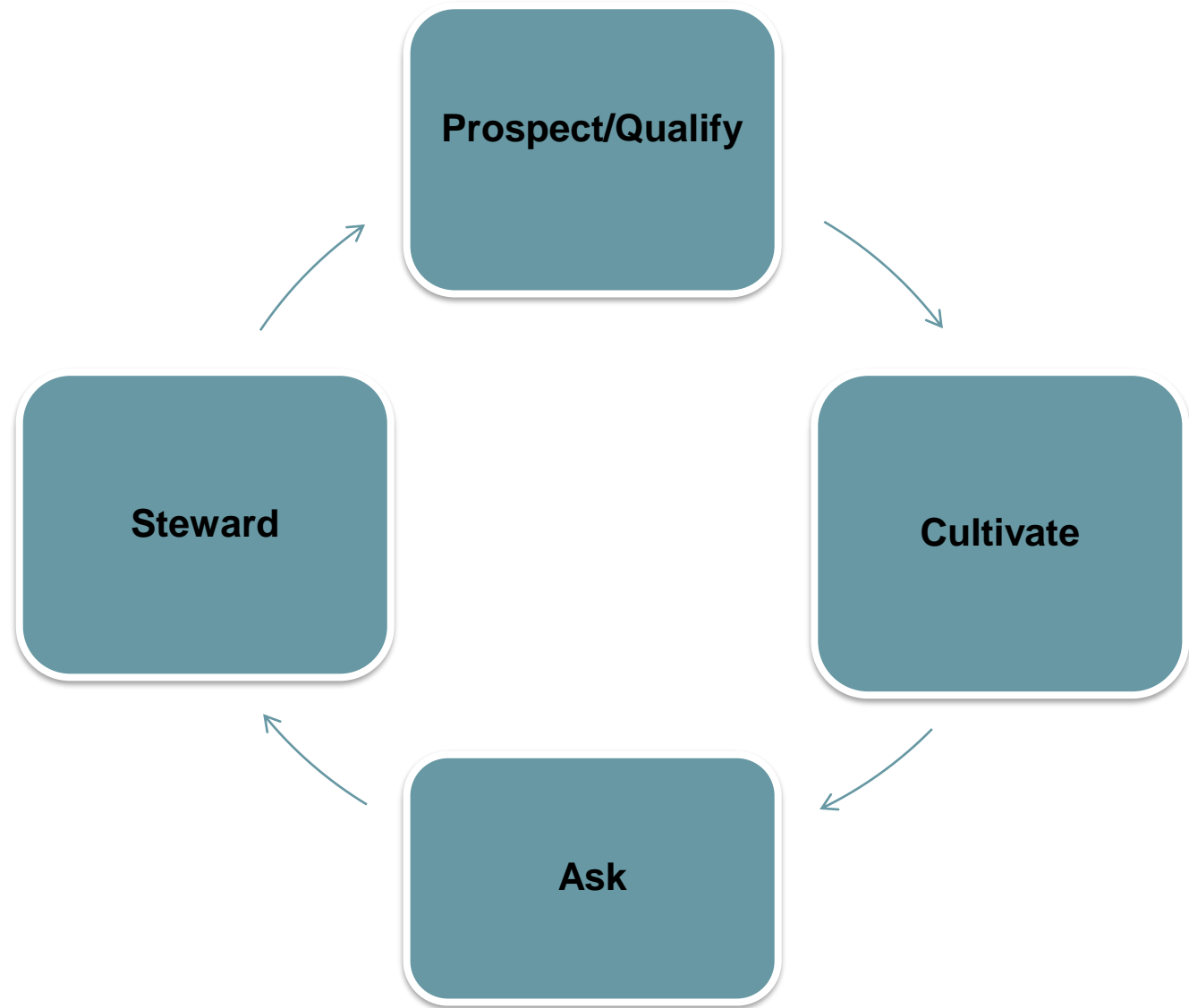
First Things First

- ▶ Each board member makes his/her own legacy commitment and formalizes his/her own gift
- ▶ When board members have conversations with prospective legacy donors, need to be able to say, “Please join me!”
- ▶ Make sure when new members are on-boarded, they learn about the program
- ▶ At each board meeting, acknowledge and celebrate new legacy donors! Also make sure forms are available for those who have not given yet!

Legacy Ambassadors

- ▶ Someone who serves as an ambassador in your organization and extended community for the Legacy initiative
 - Speak about legacy to groups at events and in individual conversations
 - Be highlighted in publications, inspiring others to make legacy gifts of their own
 - Write articles/blog about why you decided to become legacy donor
 - Talk about legacy giving on social media
 - Wear a special pin or designation
- ▶ Help build excitement about legacy giving

The Development Cycle



What is Prospecting?

- ▶ Most Loyal Donors – 5 Years of Giving or More
- ▶ Biographical Information
- ▶ Philanthropic Mindset
- ▶ Passions and Priorities
- ▶ Affinity
- ▶ Capacity – Everyone Can Be a Legacy Donor
- ▶ Who is the Best Contact (or How Can We Network to this Person)

Top Reasons People Make Legacy Gifts

1. They care about the organization and its mission – You KNOW them
2. They want to make sure the organization or one of its programs is sustainable – You can show them plans on how the present and future will be impacted by their gift
3. They have the ability to give. Everyone can be a legacy donor.

Legacy Prospectors

- ▶ Review prospect lists and identify loyal donors with whom they have a relationship and are willing to have conversations
- ▶ Suggest prospects
- ▶ Provide information about prospects to help qualify them
- ▶ What type of information might be relevant for prospecting?

Legacy Cultivators



- ▶ Help nurture relationships with potential donors
- ▶ Ask questions like:
 - When and why did you make your first gift or join the organization?
 - What is it about the organization that is important to you?
- ▶ Plan/host small events in order to educate prospects
- ▶ Take part in main events surrounding the initiative

Legacy Solicitors/ Askers

- ▶ Passionate and effective volunteer askers are a critical key component in the success of Legacy efforts
- ▶ Attend training sessions
- ▶ Participate in strategy and preparation meetings as appropriate before or after a solicitation
- ▶ Provide stories about the organization to share with donors. Board members telling their legacy stories and the impact they are having. Story telling is a powerful solicitation technique.
- ▶ Partner with professional staff to makes asks as appropriate

What is Stewarding?

- ▶ Maintaining and evolving long-term relationships with donors
- ▶ Effective stewardship ensures that donors know their gift:
 - Is valued – thank you!
 - Will be put to a good use/impactful
 - Is recognized
 - And is about engaging the donor so that he or she feels even more positive about the institution and that they have made a good investment so the gift stays in tact.
- ▶ **The goals are regular repeat annual giving and giving in increasing amounts and maintenance of the legacy gift. Most legacy gifts are revocable!**
- ▶ It is easier to retain a current donor than get a new donor
- ▶ Donors who only hear from the institution with financial requests disengage quickly

Legacy Stewards

- ▶ Thank and recognize donors who have signed letters of intent and formalized their gifts
- ▶ Keep up to date on the donors (life cycle, events, professional achievements etc.) and keep the donor up to date with organization and impact
- ▶ Help with at least 4 touches with legacy donors
 - A personal touch e.g. something that comes to them at their home, note, call or small gift
 - Publishing donor names and testimonials several times a year
 - Attending an event once a year just for legacy donors
 - Attending where legacy donors are honored amongst the "community" e.g. at a legacy Shabbat, a gala or annual meeting

Legacy and Your Board

- ▶ Question is not ***IF*** the board wants to be involved but ***HOW!***
- ▶ Break down the roles
- ▶ ***Every board member should make their own legacy gift and be an ambassador at minimum***
- ▶ Update your board job description
- ▶ Include legacy information in your board member orientation and onboarding
- ▶ Educate the board - ongoing
- ▶ Create a team feeling
- ▶ Celebrate success!

Declarations

- ▶ What steps will you take to empower your board to be strong legacy ambassadors?

A network diagram consisting of numerous small circular nodes connected by thin lines. The nodes are colored in two distinct groups: blue and red. The blue nodes are primarily located on the left side of the image, while the red nodes are concentrated on the right side. There is a central area where the two groups overlap, with some blue nodes connected to red nodes. The overall structure is a complex, interconnected web of relationships.

Q & A



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Nanette Fridman

617-504-4234

Fridmanstrategies@gmail.com

www.FridmanStrategies.com

PLAN TO SUCCEED

"If you've just been asked to join your first board or you're on ten boards, Nanette Fridman has written the book for you. On Board tells you everything you need, from A to Z and then some—and it's so readable!"
Peter Edelman, Professor of Law, Georgetown University Law Center

ON BOARD

WHAT CURRENT AND ASPIRING
BOARD MEMBERS MUST KNOW ABOUT
NONPROFITS & BOARD SERVICE



NANETTE R. FRIDMAN

Foreword by Aaron Philip Dworkin
President, After-School All-Stars National Network

“ Too often the expectations of board members and the workings of nonprofits have been vague or mysterious. Whether you are a professional or board member, On Board demystifies how nonprofits work and lays out in detail how board members can be responsible, effective and fulfilled. ”

Dr. Marc N. Kramer
Executive Director, RAVSAK

“ Nanette Fridman insightfully shares her experience with nonprofit boards to help individuals be more intentional, engaged and clear about their roles. Every governance committee should give this book to their new and ongoing board members. ”

Nancy K. Kaufman,
Chief Executive Officer, NCJW