

Life & Legacy® Board Assessment

November 2023



Your board is responsible for the fiscal health of your organization today and in the future. Building an endowment and integrating legacy giving into the culture of your organization will help ensure the fiscal stability of your organization. To fully embrace legacy giving, board members and staff will benefit from continued education, and clear responsibilities and expectations.

The board sets the culture and must lead by example by becoming legacy donors and ambassadors for the initiative.

Every board is at a unique point in its understanding of and engagement with endowment and legacy giving. [Refer to the [Life & Legacy® Flowchart for Legacy Integration](#).] This [Life & Legacy® Board Assessment](#) will help your organization identify areas in need of strengthening and offer steps to do so using the [Life & Legacy® Menu of Board Resources](#).

Together with your community's Life & Legacy® Coordinator, you can chart your board's course using the [Life & Legacy® Board Meeting Planner](#) provided.

Thank you for all your efforts on behalf of your organization, your community, and the Jewish people. We are delighted to partner with you.

The Harold Grinspoon Foundation Life & Legacy® Team

Life & Legacy® Board Assessment

Area	Yes	Sort of/Emerging	No/ Needs Improvement (Opportunity to Fortify)	Next Steps
Flow Chart: Get Ready for Endowment and Legacy Giving				
1.	<p><i>Educate on importance of endowment building:</i></p> <p>Does your board understand the importance of different types of philanthropy: Annual for operating, Capital for improvements and building, Legacy (permanent endowments) for financial stability?</p>			
2.	<p><i>Secure board buy-in:</i></p> <p>Does your board agree that endowment building is part of fiscal health and long-term strategy, and that legacy giving is one way to build an endowment over time?</p>			

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<p>3. <i>Have you passed an endowment building resolution?</i></p> <p>Note: Even if you have a permanent endowment, you will want to periodically review your related policies, oversee investment etc.</p>				
<p>4. Does your board understand how the Life & Legacy® initiative works and where in the continuum your organization is in the effort?</p>				

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Flow Chart: Stage 1					
5.	<p><i>Commit to personal legacy gift:</i> Has each current board member had a conversation with a legacy team member and been offered the opportunity to make a personal legacy gift?</p> <p>Have 75% or more of your current board members made their own legacy commitments?</p>				
6.	Does your board have a strong culture of philanthropy, meaning does everyone understand that fundraising is critical to the organization and that everyone has a role in the process?				

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7.	Has the board seen your Year 1 Legacy Plan, updates to the plan and/or Life & Legacy® PLUS work plans so they understand the scope of your legacy initiative?				
8.	<p><i>Understand role as ambassadors:</i></p> <p>Do board members understand their role as ambassadors in supporting endowment building and legacy giving?</p>				

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<p>9. <i>Add endowment metrics to meeting agendas:</i></p> <p>Does your board regularly see metrics showing endowment progress at least quarterly?</p> <p>Do you share investment results and expenditures of endowment funds to support operating costs with the board at least once a year?</p> <p>Are they aware of the donors who have made after-lifetime legacy commitments?</p>				
<p>10. Is there a legacy team member/board member who is responsible for reporting to the board?</p>				

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Flow Chart: Stage 2					
11.	Does your board understand financial resource development, the legacy donor development cycle, and their role in it?				
12.	<i>Thank legacy donors:</i> Does the board help thank endowment/legacy donors?				
13.	<i>Understand the role of endowments in funding operations:</i> Does your board know what portion of your annual operating budget is funded by your endowment? Is it included as income in your financials?				

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Flow Chart: Stage 3					
14.	<p><i>Formalize personal board members legacy gifts:</i> Have at least 75% of your board members formalized their legacy gifts?</p>				
15.	<p><i>Train new board members on legacy:</i> Are board member expectations about legacy giving and ambassadorship for legacy giving part of your board recruitment and orientation materials?</p>				
16.	<p><i>Assist in stewarding legacy donors:</i> Does the board assist in stewarding legacy donors?</p>				

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<p>17. <i>Draft gift acceptance policy and endowment policies:</i> Has the board reviewed a draft gift acceptance policy?</p> <p>Has the board reviewed draft endowment policies?</p>				
<p>18. <i>Incorporate legacy with other fundraising efforts:</i> Does your board receive training for making an integrated ask (annual and legacy)?</p> <p>Is legacy included as part of other fundraising efforts?</p>				

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Flow Chart: Stage 4					
19.	<p><i>Actively participating in stewarding legacy donors:</i></p> <p>Do board members actively steward legacy donors?</p>				
20.	<p><i>Adopt gift acceptance policy and endowment policies:</i></p> <p>Has your board reviewed and formally adopted a gift acceptance policy?</p> <p>Has your board reviewed and formally adopted endowment policies?</p>				

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Flow Chart: Full Integration and Evidence of the Adoption of a Strong Culture of Philanthropy					
22.	<p>Is there a legacy committee of the board or subcommittee?</p> <p>If not, which committee holds legacy/endowment building in its portfolio? Development, Fundraising, Finance, or Endowment committees?</p> <p>Is there a succession plan for the chair of the committee focused on legacy/endowment?</p> <p>Is there a succession plan for team/committee members?</p>				

23.	<p><i>Sets example with personal annual and legacy gifts:</i></p> <p>Do 100% of the board members make annual donations?</p> <p>Have 100% of board members made legacy commitments?</p> <p>Have 100% of the board formalized their legacy commitments?</p>				
24.	<p><i>Understands role in being ambassadors for and mobilizing resources to support organization:</i></p> <p>Does the board understand their role as board members in identifying, stewarding, and securing all kinds of gifts to ensure fiscal health of organization over time including annual and endowment/legacy giving?</p>				

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<p>25. <i>Integrate legacy into all development efforts:</i></p> <p>Are you making integrated/blended asks?</p> <p>Are you including language re: legacy asks in development letters/forms?</p> <p>Does your website have a donate now button that includes a legacy option?</p> <p>Are you printing the names of legacy donors along with other honorary roles?</p> <p>Are you including remarks about legacy at annual or capital campaign fundraising events?</p>				

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<p>26. <i>Appreciate gifts at all levels:</i> Is the stewardship you are doing for legacy donors applied to all donors?</p> <p>Does the board appreciate giving at all levels?</p> <p>Note: This also speaks to prospecting, as when donors of all levels are stewarded, and legacy giving is an ongoing part of normal development activities, then appreciating gifts at all levels opens the potential for any donor to be a legacy donor.</p>				