



Tips on Encouraging Board Members to Make their Own Legacy Commitment

“As my ancestors planted for me, so do I plant for future generations”

- Taanit 23a

1. Before the Board Presentation:

- a. Meet with the board president to discuss the legacy initiative and ask to be on the next board agenda. If they haven't already made a legacy commitment, have the legacy conversation with them and secure their commitment. This will allow the president to introduce you and share that they have committed. Then at the initial board presentation, the President can introduce you and share their story.
- b. If possible, present to the executive committee or officers, to get their buy in before you meet with the full board. Bring copies of the letter of intent (“LOI”) for those who are ready to commit right away. Schedule time to meet with others individually.

2. Board Meeting 1:

- a. If just launching LIFE & LEGACY, present the [Initial Board Presentation](#) to educate the board about endowments and legacy giving.
- b. If further along in your legacy initiative, share the appropriate sections of the [Initial Board Presentation](#) to educate the board on endowments and legacy giving.
- c. Ask the board president and other members of the executive committee to share why they have made a legacy commitment.
- d. Make a formal request of the full board. Bring copies of the LOI for those who are ready to commit right away. Have a plan for following up with those who need time to think about it.
- e. Follow-up with each board member to have legacy conversations individually. Thank them for their board service, ask why they want to be part of the board, and find out their dreams for the future of the organization.

3. Board Meeting 2:

- a. Once you have had a legacy conversation with as many board members who are willing, schedule time on the next board meeting agenda to provide an update.

- b. Have a board member share their story and talk about how good they felt about signing their letter of intent. Report on the percentage of board commitments secured to date and reiterate your goal of 100% participation within a specific timeframe. Have additional LOI copies available.

4. Ongoing:

- a. Steward board members like other legacy donors. A personal thank you note should be sent immediately upon receipt of their letter of intent.
- b. At each board meeting initially (and later at least quarterly), a legacy team member, the president or treasurer should report on the success of your legacy initiative. Share the number of legacy donors, including percentage of board members who have signed letters of intent, the estimated future value of these gifts, the percentage of LOI's that have been legally formalized and the value of realized gifts placed in the endowment. Your LIFE & LEGACY Organizational Tracking Database has a beautiful dashboard for you to use.
- c. Include a list of legacy donors in the board packet quarterly so board members are aware of the organizations donors/members who have made legacy commitments.
- d. At least quarterly the board meeting agenda should include an endowment report, including the value of the endowment, the dollars from the endowment being used annually and the impact these funds are having on the organization's operations.

5. Board Meeting 3:

- a. Talk about formalizing gifts. Have a board member who has legally put their commitment in place talk about how easy it was to formalize their gift by changing their IRA designation or insurance beneficiary designation or revising their will or trust. Provide board members with a list of legacy donors and put anyone who has formalized in bold. Share the Legacy Gift Confirmation Form with the board members who have yet to formalize.
- b. At the appropriate time, based on their letter of intent, follow up with each board member to discuss formalizing their gift.

6. Ongoing:

- a. Celebrate your endowment building and legacy giving success!