



After Match Madness...

HOW TO BUILD ON THE MOMENTUM AND GROW YOUR ENDOWMENT

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Transfer of Wealth

- ▶ Approximately \$41 trillion will transfer from one generation to the next in 50 years
- ▶ In Kansas it is predicted that:
 - ▶ \$79 billion will be transferred by one generation to the next in the state of Kansas by 2020
 - ▶ \$598 billion will be transferred in the state by 2064
- ▶ In Saline County it is predicted that:
 - ▶ \$1.3 billion will transfer by 2020
 - ▶ \$8.4 billion will transfer by 2064

Keep 5 in Kansas

- ▶ A campaign in Kansas to encourage people to leave 5% of their estate to community/nonprofit endowments in Kansas.
- ▶ Ex: By 2020, if \$66.6 million or 5 percent could be preserved in an endowment, it would generate \$3.3 million in annual grants to benefit Saline County
- ▶ Keep Five in Kansas Video

Endowment Goals

- ▶ What is your endowment goal?
 - ▶ Start with the dollar amount your organization would like to realize from an endowment.
 - ▶ Is it 5, 10 or 25% of your budget?
 - ▶ Or to fund a specific program
 - ▶ Take the amount you need and multiply by 20 to get your goal.
 - ▶ Example: \$50,000 annually = \$1 million (Based on a 5% spending policy)

Cultivating Your Donors After Match Madness

- ▶ Step 1: Thank your donors
- ▶ Step 2: Engage your donors
- ▶ Step 3: Set up a Meeting
- ▶ Step 4: Make the Ask
- ▶ Step 5: Thank your donors

Step 1: Thank Your Donors

- ▶ Within 24 hours of Match Madness:
 - ▶ E-Blast, Social Media Post, Video, Phone call
- ▶ Within 1-2 weeks of Match Madness:
 - ▶ Send a personal thank you (handwritten or email)- relay to them the impact that their gift made in helping your organization

Step 2: Engage Your Donors

- ▶ Add all new donors to your donor database (if you don't have one, you can start simple with an excel spreadsheet)
- ▶ Add these donors to your communications plan- newsletters, annual reports, e-blasts, events
- ▶ Invite them to follow you on social media
- ▶ Invite them to serve on a committee, volunteer for your organization, etc...

Step 3: Set up a Meeting

- ▶ Identify your top 3 prospects for an estate gift
- ▶ Within 1-2 weeks of your personal thank you, follow up with the donor to set up a meeting
 - ▶ Who will set up the meeting? You, a board member, different staff person? Who has the best connection with this donor?
 - ▶ Where will you meet? Let the donor choose. Can be at their home, your office, coffee, lunch... doesn't have to be fancy.

Step 4: Make the Ask

▶ Prep for the Meeting

- ▶ Know the donor's interests before going to the meeting. Do they support a certain area of your work? Do they have children? Married? Do some homework, but make sure it is authentic when you talk to them.

- ▶ Tip: Don't bring up Facebook posts unless you know them personally 😊

▶ Set the agenda for the meeting:

- ▶ Thank the donor (1st and foremost)

- ▶ Engage in small talk

- ▶ Ask them why they give your organization and have been supportive... then stop talking and listen. Let them talk.

- ▶ Give an update about your organization, and tell them about your endowment goal and ask if they would consider leaving a portion of their estate to your organization.

Step 5: Thank Your Donors

- ▶ Within a couple of days of the meeting, follow up with a personal thank you to the donor.
 - ▶ This is a great time to follow up with any questions they may have and give them additional information about their charity.
- ▶ Continue to cultivate the donor throughout the years after the ask has been made.
 - ▶ Don't assume that anything is permanent. Most donors only leave gifts to 3-4 charities on average.

Your Endowment Game Plan

- ▶ Step 1: Establish your endowment goal
- ▶ Step 2: Establish your team
 - ▶ Who can help you with this? Board, staff, volunteers? Do you need a special committee or consultant to help?
- ▶ Step 3: Identify your top 3 prospects and set deadlines to contact them.