

“WHY YOU NEED AN ESTATE PLANNING PROGRAM AND LEGACY SOCIETY!”

Dear Friend,

If your organization doesn't have an Estate Planning Program and Legacy Society, then you really need to consider them soon.

Here's why:

From 1998 to 2052, a minimum of \$41 trillion will be transferred from one generation to the next. (Scherisch, 2000)

The average UNSOLICITED estate gift is \$35,000; the average SOLICITED estate gift is \$200,000. The larger bequest comes through Active Solicitation.

People over age 50 control 70% of all privately held financial assets in the US. (USCB)

Of 20,000 donors over age 50, less than 9% have an estate plan. (James, 2006)

People have a passion for the organizations they support. If your organization does not have a vibrant Estate Planning Program, you can be sure the other organizations are in line to ask for these estate gifts. Your absence means less competition for them. I can assure you that if you don't have an Estate Planning Program, the local colleges and universities, libraries, hospitals, non-profits... will be in line seeking your members' estate gifts. If you're not there, even the Boy Scouts will there!

Another key reason for organizations to consider a strong estate-planning program now is that your older members have the passion and the resources to make such gifts. Your younger members may not have the same kind of assets to leave you.

So, we recommend a four-step process:

Preparation – The **assessment** of current estate planning efforts, of your estate planning materials, of the needed planned giving vehicles, and of member prospects and the **creation** of an Estate Planning Committee and Legacy Society.

Communication – Creation of a five-year communication plan to your 1) Young Donors, 2) Boomers, and 3) Seniors.

Invitation – Passive and Active Solicitation - A series of awareness events based on generational profiles followed by individual solicitation by staff and volunteers.

- Passive Solicitation – Awareness Events
- **Active Solicitation – Identification and solicitation of larger estate gifts**

Up to now you have likely recognized some of the elements needed for an Estate Planning Program. The Active Solicitation piece may be new to you. There are five key qualities that we use to identify estate donor prospects. VisionWorks helps you 1) identify these prospects and 2) REACH OUT TO THEM for those larger estate gifts (\$100,000 and up).

Legacy Society – Formation of a Legacy Society to maintain close ties with those remembering you in their wills. Just because people have put you in their wills doesn't mean you will stay in their wills! A Legacy Society ensures that your organization will stay in their wills. Relationship building, involvement, and information activities are keys to Legacy Societies, and this work is a lot of fun!

Contact Mark Filips and VisionWorks today at 402.999.2970 or markf@VisionWorksCo.com to help you build your Estate Planning & Legacy Society or with Strategic Planning and Capital Campaigns!