

TOP TIPS

Legacy and Major Donor Cultivation & Stewardship

Cultivation Events

Below is some advice collated from Legacy Manager's to bear in mind when organising a legacy cultivation event:

Find out through the focus group what time of day will suit your audience best – is it an afternoon tea or an evening lecture?

1 acceptance in 10 invites is a fair ratio to base numbers in; thus if you'd like 20 people to attend, invite 200 who live within two hours of the venue

It's a good idea to invite some people who have already indicated their intention to leave a legacy – it's a good opportunity to thank them and they can also act as ambassadors to your legacy campaign.

It's very important to be clear that you are inviting guests to an event during which legacy's will be discussed – there should be no surprises for anyone!

Ensure there is a senior member of staff to give the welcome address, follow this with a talk about a current/ specific project which will engage the audience, follow this with a short talk about the importance of leaving a legacy.

Allow plenty of time (and ensure there are enough staff on hand) to talk to the guests one-to-one

At the end of the event give each guest a goody bag containing information on leaving a legacy, literature on your organisation's future plans and a small gift relating to your organisation.

Follow up the day after the event with a letter from the Director of your organisation thanking them for attending and advising them which member of staff to contact for further information

Stewardship

When a supporter pledges or expresses an interest in leaving a legacy or donating a major gift should be recorded on a database and the person thanked by a letter from the organisation's Director.

Members of staff who receive who answer telephone calls from members of the public should be made aware of who legacy pledgers or major donors are. Every effort should be made to ensure that pledgers and donors are dealt with in a particularly courteous manner and that they receive excellent customer service.

Some organisations invite major donors and legacy pledgers to a modest annual event, such as a lecture and drinks reception. Such an event provides a good opportunity to steward these relationships.

Stewardship can be split into 4 areas:

- Gift acceptance and management
 - Encompasses policies and procedures that address areas such as reviewing gift to ensure the donors needs and those of the organisation are aligned
 - Structures for giving opportunities
 - Procedures for tracking the expenditure of gifts
- Acknowledgement
 - Accurate, timely and meaningful expressions of gratitude. This includes gift receipting.
- Donor Recognition
 - This element incorporates opportunities and mechanisms for meaningful donor recognition, taking into account donors preferences and institutional cultures and values.
- Reporting
 - Reporting to donors the impact of their gifts on the mission of the organisation. This involves standards, systems and methods of delivery for demonstrating fiscal accountability