



YES YOU CAN! (ASK FOR A BEQUEST)

Lori Sweeney,
Providence Foundations
of Oregon

Inspiring Generosity ♥

LET'S START WITH SOME ASSUMPTIONS

- You have a critical mass of donors who have given 3 of the last 5 years to your organization
- Your board members consider your organization to be one of their top philanthropic priorities
- You can recognize your bequest donors thoughtfully
- You can put together a simple informational piece about leaving a legacy to your organization
- You can leverage existing marketing by adding to your newsletters, appeals, emails and signature



WHAT IS A BEQUEST?

How do you
define it with
donors?

BEQUEST, LEGACY, ESTATE GIFT, BENEFICIARY

A Bequest is any revocable intention in a will or trust

OR

any beneficiary designation on a retirement account, insurance policy or investment account



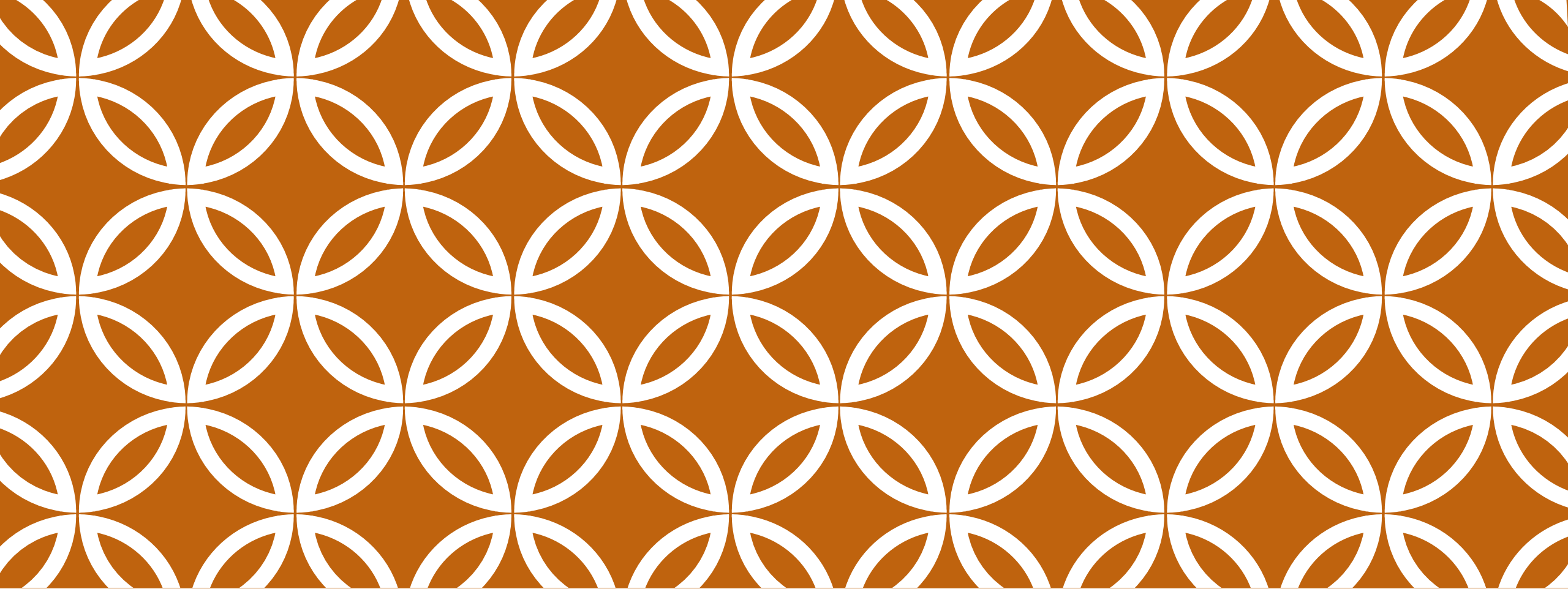
Revocable means that you can take back, cancel, rescind – in other words, you change your mind.

WHY ASK FOR BEQUESTS?

- ROI is 4-6 cents per dollar; average gift is high
- Helps determine where your organization falls among charitable priorities
- Is key tool for stability for organizations
- May set the giving continuum on its side (go annual giving!)
- *Almost anyone* can give a bequest
- Is a major gift for many donors (*and organizations!*)
- 90% of donors say they would consider; 10% have actually done
- Is easier to make during economic hard times
- Tenor of conversation = “thank you” and relationship-building

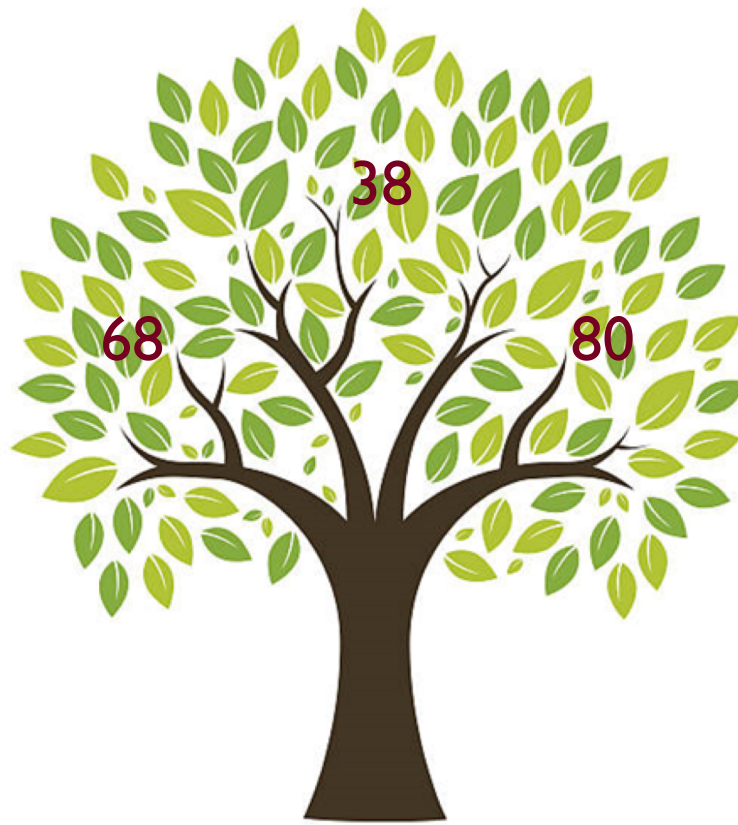
HOW MIGHT YOU INTRODUCE BEQUESTS?

- How does (your organization) fit into your philanthropic priorities?
- Would you consider supporting a special project?
- What would a meaningful/joyful gift look like to you?
- Would you consider pledging your support over time?
- Is a bequest something of interest to you?



WHO IS THE IDEAL BEQUEST DONOR?

Let's brainstorm
characteristics



THESE NUMBERS ARE IMPORTANT
TO A BEQUEST CONVERSATION

These conversations
plant a seed, literally!

BEQUEST ASK ROLE PLAY

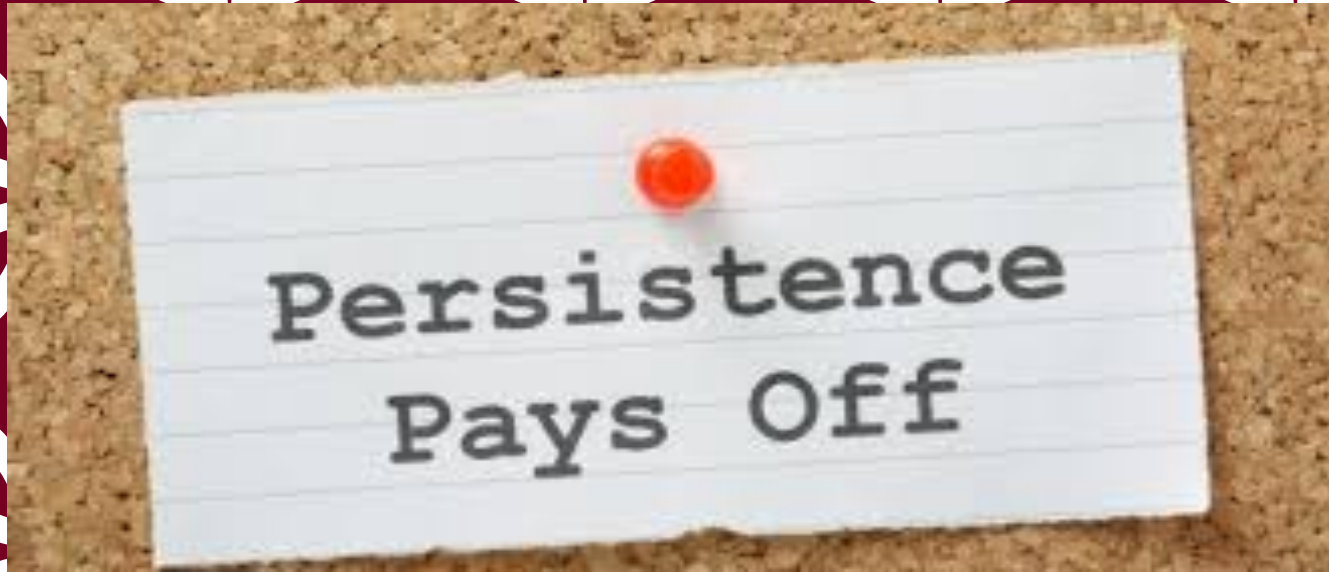
- Transition from small talk/building rapport/impact reporting
- Use of materials in the ask
- Integration of information learned from the prospect
- Addressing obstacles
- Strength of the ask: legacy, chance to make a major gift, leveraging loyalty
- Clear outline of next steps & timelines
- FOLLOW UP IS KEY TO CLOSING BEQUEST ASKS



**With a volunteer
from our studio
audience!**

ASKING FOR A BEQUEST IS BOLD,
INFORMATIVE AND MEANINGFUL
FOR THE DONOR

ROLE PLAY



HOW CAN YOU BEST CLOSE
A BEQUEST ASK?

Let's brainstorm
some options

STEWARDSHIP IS KEY...& GOOD BUSINESS!

- Remember the definition of revocable
- Keep in the donor's windshield with positive, impactful messaging
- Simple annual event
- Recognition society where you can extend a warm welcome
- Ask how they want to be stewarded
- Don't get into a routine (unless they ask for it!)
- You can fold these donors in with other recognition

Lori Sweeney
Regional Director
Providence Foundations of
Oregon
503.216.6626
Lori.Sweeney@providence.org

I HOPE YOU GAINED
CONFIDENCE TO ASK
FOR BEQUESTS!

THANK YOU.