

# Implementing a Legacy Initiative



If you are working on donor relations and securing individual gifts, then you are **already** spending the time you will need to build a legacy program.

Successful legacy initiatives are woven into the fabric of an organization's fundraising efforts and are not just one-off campaigns. Legacy donors don't need to be wealthy – every gift matters, and often these contributions are **more significant** than what individuals can give during their lifetime.

Chances are that some of your supporters have already designated an after-lifetime gift to your organization. And once you offer a legacy opportunity to your supporters, the number of legacy donors will multiply.

If you aren't giving your donors the opportunity to make a legacy commitment, then you are missing out on taking advantage of the transfer of wealth from individuals who are committed to your mission and want to see your organization continue to impact lives in the future.

One may assume that legacy gifts can only go to more "traditional" causes – colleges, hospitals, cultural institutions, etc. However, as an organization working with the LGBTQ community, you are in a unique position to engage those who built our movement:

- LGBTQ people have dramatically greater planned giving potential than others.
- Nearly two-thirds of LGBTQ people don't have children.
- The highly LGBTQ-identified Stonewall Generation is passing away and still very engaged with the organizations they helped to build, as well as those which have emerged in recent years.

A strong movement – and strong communities around the country – will be critical for decades if not longer. Long-term planning with legacy gifts in place can help your organization thrive for years to come.

## Issues to consider when deciding to implement a legacy initiative:



If you answered “**yes**” to the above,  
then the time is NOW to launch a legacy giving initiative.