

# Tips for Stewardship

A supporter designating a legacy gift should be recognized as any other individual who is committed to your organization. There are multiple ways to acknowledge their intent which will make them feel valued and may inspire others to make a similar gift.

Stewardship of your legacy donors should be integrated into your current practices whenever possible, and you should consider special activities and opportunities just for them. A legacy donor must be stewarded several times a year throughout their lifetime to help ensure their legacy gift comes to fruition.

Remember, donor recognition should be an organization wide practice, so consider leveraging leadership, program staff, and your board!

- Provide personalized thank you notes and calls when you receive their commitment.
- Send annual reports and organizational updates at least once a year
- Provide recognition of your legacy donors, such as listings in an annual report, on a website, in newsletters, and event materials. If possible, consider signage in a physical location such as on a screen in your lobby or a poster at an event.
- Ask to share their story and commitment in a publication such as a newsletter, solicitation, brochure, or on your website.
- Consider a special activity or event, such as a tour, a reception, brunch, or a talk.

You probably have other ideas to make this group of committed supporters feel connected to your organization – use them all and be sure to make them a year-round practice.