

Organizational Fund Toolkit

How to Grow Your Organization's Fund and Encourage Legacy Giving

Educate and engage your organization's leadership

- Be sure that you can articulate what a strong endowment will do for your mission and the organization's future.
- Help your board understand endowment building and legacy giving with a brief presentation from the Community Foundation and information shared periodically.

Communicate the value of endowment building and legacy giving to your donors

- Share ongoing information about building your agency fund through avenues you have already established, such as your organization's website, newsletter, annual report, donation envelopes, etc. We have provided some samples here.

Engage, educate, and recognize endowment and legacy donors

- Consider which of your current donors might be open to supporting the long-term stability of your organization and set up meetings to speak to them about the option.
- Determine how your organization will recognize and thank donors to your endowment fund and donors who plan to leave a legacy gift.

Grow Your Organizational Fund

Within this toolkit you'll find different ways to explain and promote your organization's endowment fund, including informational one-pagers, website text, donation envelope language, newsletter articles, and even Facebook posts. We encourage you to customize the look and language, and let us know about other needs or ideas.

At the conclusion of this toolkit, we've included a sample communications plan. This is a simple set of "first steps" that we hope will help you get started. Reach out to Sara Ward at sward@c3f.org or 231-536-2440 to start working on a joint brochure that highlights your organization's fund or to support a donor who is interested in a gift of stock or an estate gift. The Community Foundation aims to support your organization in growing your fund so that we can provide increasing annual distributions to help meet your mission, and by so doing, meet our mission too.

Thank you for your partnership in philanthropy!

Start with the Board

Provide an Overview for Board Members and Staff on Endowment Giving and Estate Gifts



Insert Your Organization's Logo Here

[NAME] Fund

at the Charlevoix County Community Foundation

What is an endowment fund?

An endowment is a permanent fund that provides income each year to support a charitable cause. The [NAME] Fund is a partnership between [ORGANIZATION NAME] and the Charlevoix County Community Foundation. The Community Foundation provides professional investment management and administration of the Fund, and each year the income from the fund provides another source of funding for the charitable work of [ORGANIZATION NAME].

Why is an endowment important?

An endowment provides essential stability and is a permanent source of unrestricted funding for the organization. The Fund provides options for donors, who may give directly to the organization in support of current operations, may give to the Fund in support of the long-term financial health of the organization, or both. The endowment fund also presents an excellent option for donors who want to make legacy gifts through estate planning.

Who makes gifts to an endowment?

Anyone can contribute to an organization's future with an endowment gift of any size. Gifts to the Fund at the Community Foundation are fully deductible as charitable gifts for federal income, gift, and estate tax purposes.

What is the difference between a gift to [ORGANIZATION NAME] and a gift to [NAME] Fund?

A gift to [ORGANIZATION NAME] contributes directly to the mission of our organization today. Perhaps it's general support or restricted to one of our programs, but either way, the contribution adds to our operating budget. A gift to [NAME] Fund is actually a gift to the Charlevoix County Community Foundation, but it is restricted to be used in support of [ORGANIZATION NAME]. In most cases, the contribution is invested for the long-term. The [NAME] Fund provides an annual distribution to our organization to support the mission. This annual distribution is just a portion of the balance of the [NAME] Fund, which allows the Fund to grow through investment and, hopefully, through additional contributions.

Both kinds of gifts are valuable to [ORGANIZATION NAME] and support our work to achieve our mission.

What form can an endowment gift take?

Endowment gifts take many forms. The Charlevoix County Community Foundation can provide gift planning assistance and facilitate gifts of all types on behalf of the [ORGANIZATION NAME], including:

- Cash,
- Gifts of non-cash assets such as stock and real estate,
- Gifts through your will or trust,
- Gifts of retirement plan assets or the required minimum distribution (RMD),
- Gifts of life insurance.

What is an estate gift?

Estate gifts, sometimes called planned, deferred, or legacy gifts, could be a variety of giving vehicles that allow donors to support causes they care about after their deaths, while meeting their current income needs and providing for their heirs. Estate gifts are typically planned in conjunction with with an estate plan and are a viable option for donors of all income levels.

What are some examples of common estate gifts?

There are three easy ways to make an estate gift to the [NAME] Fund:

- Donors may indicate a dollar amount or percentage be given to the Community Foundation benefitting the [NAME] Fund in their will or trust to take effect upon their death;
- Donors may name the Community Foundation as a beneficiary of a policy (or a portion) or purchase a new policy to benefit the [NAME] Fund.
- Donors may name the [NAME] Fund at the Community Foundation as the beneficiary of retirement assets (or a portion) such as an IRA upon their death.

What are the next steps?

1. Whether to utilize any of these vehicles, and if so, which ones, depends greatly upon your own individual financial and tax situation. We recommend that you discuss these options with your professional advisors – financial and legal – to determine the best approach for you.
2. Contact the Charlevoix County Community Foundation. The Community Foundation can then be sure that your charitable intentions are clearly articulated and can recognize your estate gift through the Legacy Society.

What difference will a gift the the [NAME] Fund make?

[How will gifts to your organizational endowment help you meet your mission?]

Contents related to Growing Your Organizational Fund Through Contributions

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Promote Your Organizational Fund on Your Website

1. Create space on your website to tell donors about your organizational endowment fund.
2. “[ORGANIZATION NAME] has created an endowment fund at the Charlevoix County Community Foundation to provide financial support of our mission for the long-term. The Community Foundation provides professional investment management and administration of the Fund, and each year the income from the Fund provides another source of funding for the charitable work of [ORGANIZATION NAME]. The Fund also provides options for donors, who may give directly to [ORGANIZATION NAME] in support of current operations, may give to the Fund in support of the long-term financial health of our organization, or both. The endowment fund also presents an excellent option for donors who want to make legacy gifts. To learn more about the [NAME] Fund, contact [CONTACT INFORMATION]. To support the [NAME] Fund, complete a donation online at www.c3f.org, call 231-536-2440, or mail a check to Charlevoix County Community Foundation, P.O. Box 718, East Jordan, MI 49727. Be sure to indicate your support of the [NAME] Fund. Thank you!”
3. Link the Community Foundation’s donation page to the language so finding it is easy. <http://www.c3f.org/all-about-giving/make-a-gift-now.html>

Remind Donors about Your Organizational Endowment in Your Annual Appeal

1. Consider offering multiple ways for friends of your organization to support your mission: donations to your operations, volunteering, serving on a committee or on the board, and contributions to your organization’s endowment fund at the Charlevoix County Community Foundation.
2. Adding the option to the donation envelope makes it even simpler for the donor! “Please direct my contribution to support the [NAME] Fund at the Charlevoix County Community Foundation.”

Notify Social Media Friends and Followers about Your Organizational Endowment

1. Once each quarter, use your social media sites to educate about endowment and encourage giving to your fund.
2. “Looking for another way to be awesome? Consider supporting [ORGANIZATION NAME] both now AND in the future by giving to our endowment fund at the Charlevoix County Community Foundation. Gifts to the fund help support our mission!”
3. Be sure to ‘tag’ C3F on Facebook: <https://www.facebook.com/CharlevoixC3F/>

Share the Good News When Your Organization Receives an Annual Distribution

1. It's a perfect time to highlight your fund when your organization receives the annual distribution from the Community Foundation. Update your board members, thank donors who have supported the Fund through an e-blast (email), note the contribution on social media, and include a brief mention along with a description of the Fund in your next newsletter.

Give Them the Details (perhaps in a newsletter, on your website, or a mailing)

If your organization does a newsletter or has current topics on your website, consider devoting more space to the details of your endowment fund. Here are a few samples:

Article 1: Spread the Word

[ORGANIZATION NAME] established an endowment fund with the Charlevoix County Community Foundation, a public, charitable, 501(c)(3) organization with more than \$40 million in assets.

Our organizational endowment fund at the Community Foundation is an ideal way to sustain an endowment to benefit the mission of [ORGANIZATION NAME]. The Charlevoix County Community Foundation specializes in building endowments to benefit communities and partnering with nonprofit organizations like ours is one way to fulfill that mission.

Donors now have more options: you can make a gift to [ORGANIZATION NAME] to support current operations or make a gift to the [NAME] Fund at the Community Foundation to provide for operational support now and in the future. With the endowment option, donors receive a tax deduction and at the same time benefit [ORGANIZATION NAME] in perpetuity. An agency endowment gives donors confidence that a gift will be well managed financially, with consistent concern for the growth of principal and the generation of income for [ORGANIZATION NAME] to use. All grants from the Fund are made to [ORGANIZATION NAME], so we **[MISSION LANGUAGE]**.

The Charlevoix County Community Foundation is an ideal partner for [ORGANIZATION NAME]. The Community Foundation brings to the partnership a number of important assets, including professional financial management, oversight through their governing board, and staff with abundant practical skills to support [ORGANIZATION NAME] as we grow this resource.

That's where you come in: There are many ways you may support [ORGANIZATION NAME] which will be mutually beneficial.

- Gifts of cash: A cash gift is the easiest to give. Your donation is deductible as a charitable gift for federal tax purposes. Your gift to the Community Foundation provides for an annual distribution to [ORGANIZATION NAME] which we can use where it is needed most.
- Gifts of securities: Contributions of appreciated securities are attractive to people who have held stocks or bonds for a long period of time, especially when the appreciation is so great that the capital gains tax would take a substantial portion of the value if they were liquidated. With gifts of appreciated securities, you are able to make significantly larger contributions to the [NAME] Fund through the Community Foundation than the actual or initial cost of the securities, so you, our Fund, and ultimately the community benefit.

- Gifts of retirement assets: If you are over 70 ½ , support your charitable interests while achieving significant tax advantages by directing your required minimum distribution (RMD) to the Community Foundation.

If you might be interested in an estate gift (also called planned or deferred gifts and bequests), please let us know. There are ways to make a difference by leaving a legacy gift that won't impact your income now. Just give us a call.

We hope you'll join us in supporting the growth and future of [NAME] Fund by considering a charitable contribution today. Your dollars, combined with the dollars of others who value the work of [NAME] Fund, will ensure the sustainability of our work.

The Charlevoix County Community Foundation is a local charitable organization dedicated to enhancing the quality of life for all citizens of Charlevoix County by building permanent endowment, addressing needs through grant-making, and providing leadership resources to serve the community. The investment income from those funds is distributed to nonprofit organizations, such as [NAME] Fund.

Article 2: Endowment Basics and a Call to Action

It's true that we can't predict the future, but we *can* prepare for it. Here at [ORGANIZATION NAME], we know that we will need resources to continue to fulfill our mission for years to come. That is why we established the [NAME] Fund at the Charlevoix County Community Foundation. The fund is professionally and permanently invested for long-term growth. Each year – forever – the [ORGANIZATION NAME] receives a percentage of the average fund balance to support our work.

Our endowment fund is part of the Charlevoix County Community Foundation's larger investment portfolio. We benefit from being invested with the other funds held at the Community Foundation. We also benefit from this additional option for our donors. C3F handles administrative details and investment responsibilities so our staff can concentrate on our mission.

You can be part of our long-term success. There are a variety of ways to give that provide you with maximum tax and financial benefits. You can contribute:

- Cash,
- Gifts of non-cash assets such as stock and real estate,
- Gifts through your will or trust,
- Gifts of retirement plan assets or the required minimum distribution (RMD),
- Gifts of life insurance.

We hope you will play a part in the future of [ORGANIZATION NAME]. To support the [NAME] Fund, complete a donation online at www.c3f.org or mail a check to Charlevoix County Community Foundation, P.O. Box 718, East Jordan, MI 49727. Be sure to indicate your support of the [NAME] Fund. To learn more about legacy giving, call [CONTACT INFORMATION] or Chip Hansen at the Charlevoix County Community Foundation at 231-536-2440. We'd be happy to tell you more about a planned gift that will support what you care about for generations to come.

One Liners – Reminders for Donors, Board Members, Volunteers and Staff

“Don’t forget – you can also support [ORGANIZATION NAME] through the Charlevoix County Community Foundation – just specify that you would like for your gift to support the [NAME] Fund!”

“Would you like to make a gift that lasts forever? Contributions to the [NAME] Fund at the Charlevoix County Community Foundation will provide our organization with financial support now and in years to come.”

Describe the Difference in Giving Options

Endowment giving may be new to some of your donors. Perhaps a side-by-side description, or even an infographic, will help donors understand their options and learn about more ways to support your mission. Here is a sample:

A gift to



is put to work today by supporting operational costs that allow us to provide comprehensive physical, emotional and spiritual care to individuals and their families during and following life-limiting illness.

A gift to the

Hospice of Northwest Michigan Fund
at



Giving Back. Moving Forward.

is invested for the long-term and provides for annual distributions in support of the operations of Hospice of Northwest Michigan. Because only a portion of the fund balance is distributed each year, the Fund grows over time through investment income and additional contributions. The larger the fund, the larger the distributions from the fund.

We appreciate both kinds of gifts!

Encourage Legacy Giving to Your Organizational Fund

Estate gifts, sometimes called planned, deferred, or legacy gifts, could be a variety of giving vehicles that allow donors to support causes they care about after their deaths, while meeting their current income needs and providing for their heirs. Estate gifts are typically planned in conjunction with with an estate plan and are a viable option for donors of all income levels.

What are some examples of common estate gifts? There are three easy ways to make an estate gift to the [NAME] Fund:

- Donors may indicate a dollar amount or percentage be given to the Community Foundation benefitting the [NAME] Fund in their will or trust to take effect upon their death;
- Donors may name the Community Foundation as a beneficiary of a policy (or a portion) or purchase a new policy to benefit the [NAME] Fund.
- Donors may name the [NAME] Fund at the Community Foundation as the beneficiary of retirement assets (or a portion) such as an IRA upon their death.

Who are your potential legacy donors? Those most inclined to include charitable causes in their estate plans are those who:

- Are loyal to your mission, as demonstrated by consistent annual gifts of any amount;
- Volunteer for your organization;
- Express a desire to give back to the community.

How will you recognize legacy donors? Here are some additional tips for establishing or enhancing your organization's legacy society:

- Consider naming the group in honor of something unique and meaningful for your organization to recognize and thank those individuals who have taken the extra step of including your mission in their long-term plans.
- Determine criteria for membership in the legacy society; they should be broad and recognize all who have included your organization in their long-term planning.
- Make sure you have at least a handful of individuals who will qualify for the legacy society before announcing your intent to establish it. When announcing the start of your legacy society, offer the opportunity to become a "founding member" of the society for those who make planned gifts during the first year of the society's existence.
- Highlight legacy society members in your organization's publications and events.
- Consider hosting an annual reception or event for the legacy society members to publicly thank them for their support.
- Some organizations have public recognition opportunities, such as a brick in the walkway or a tile on a wall.

Contents related to Encouraging Legacy Gifts to Your Organizational Fund

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Give Them the Details, (perhaps in a newsletter, on your website, or a mailing)

If your organization does a newsletter or has topics on your website, consider devoting more space to the details of your endowment fund and how legacy gifts can make a big difference for your organization. Here are a few samples:

Article 1: Plant the Seed

As you know, [ORGANIZATION NAME] established an endowment fund with the Charlevoix County Community Foundation, a public, charitable, 501(c)(3) organization with more than \$30 million in assets. Our organizational endowment fund at the Community Foundation is an ideal way to sustain an endowment to benefit the mission of [ORGANIZATION NAME]. The Charlevoix County Community Foundation specializes in building endowments to benefit communities and partnering with nonprofit organizations like ours is one way to fulfill that mission.

The Charlevoix County Community Foundation is an ideal partner for [ORGANIZATION NAME]. The Community Foundation brings to the partnership a number of important assets, including professional financial management, civic oversight through their governing board, and staff with abundant practical skills to support [ORGANIZATION NAME] as we grow this resource.

That's where you come in: There are many ways you may support [ORGANIZATION NAME] which will be mutually beneficial.

How to help now:

- Gifts of cash: A cash gift is the easiest to give. Your donation is deductible as a charitable gift for federal tax purposes.
- Gifts of securities: Contributions of appreciated securities are attractive to people who have held stocks or bonds for a long period of time, especially when the appreciation is so great that the capital gains tax would take a substantial portion of the value if they were liquidated.
- Gifts of retirement assets: Support your charitable interests while achieving significant tax advantages by directing your required minimum distribution (RMD) to the Community Foundation.

How to help later:

- A bequest, or naming the [NAME] Fund with the Charlevoix County Community Foundation in your will or living trust, is simple. A charitable bequest can be a specific dollar amount, a percentage of your estate, or what remains after other bequests — including those to family members — are made. Or, your trust can specify that your heirs receive lifetime income, with the remainder going to the [NAME] Fund with the Community Foundation for charitable purposes.

- Retirement assets may be used to support your charitable interests while achieving significant tax advantages for your heirs. They offer a highly efficient way to preserve your estate and to give a significant gift.
- Life insurance can be used as a charitable asset when you name the [NAME] Fund with the Community Foundation as a beneficiary of your policy (or a portion) or purchase a new policy to benefit the [NAME] Fund.

Whether to utilize any of these vehicles, and if so, which ones, depends greatly upon your own individual financial and tax situation. You should therefore discuss these options with your professional advisors — financial and legal — to determine the best approach for you.

We hope you'll join us in supporting the growth and future of the [NAME] Fund by considering a charitable contribution today. Your dollars, combined with the dollars of others who value our organization's mission, will ensure the sustainability of our work.

Article 2: Beneficiary Designations

Giving back is a way to make a difference in lives of people and causes we love. No matter what phase of life, giving can be very rewarding. Giving is also a great way to ensure your legacy in our community. It doesn't need to be a building or a statue. Your legacy can live forever in a gift that will support the causes you love far beyond our lifetimes. A gift to the [NAME] Fund held at the Charlevoix County Community Foundation is one way to leave a legacy.

You can make an important gift to our endowment fund that costs you nothing during your lifetime but will make a tremendous impact on the ability of [ORGANIZATION NAME] to meet our mission with a life insurance beneficiary designation or a retirement plan beneficiary designation.

After completing the appropriate beneficiary designation form, you can make a gift that takes effect upon your death. The gift can be the entire account or a percentage. You also have the option to make it effective only if certain other beneficiaries predecease you, so you are sure your loved ones are taken care of. By making the gift payable to "the [NAME] Fund at the Charlevoix County Community Foundation, a Michigan nonprofit corporation" you can be assured that your gift will receive expert stewardship and help [ORGANIZATION NAME] meet our long-term need. To learn more about making an estate gift to the [NAME] Fund, please contact [your staff contact] or Chip Hansen at the Charlevoix County Community Foundation (chansen@c3f.org or 231-536-2440).

One Liners – Reminders for Donors, Board Members, Volunteers and Staff

1. Remembering the [ORGANIZATION NAME] in your estate plan will directly impact the lives of people in our area. Learn more about your planned giving options by contacting_____.
2. Planned gifts allow you to combine your philanthropic goals with your financial needs *and* support the fight against _____. Remember the [ORGANIZATION NAME] in your will or estate plan.
3. Planned gifts allow you to make larger gifts than you ever thought possible. Remember the [ORGANIZATION NAME] in your will or estate plan.
4. Include [ORGANIZATION NAME] in your will or estate plan. Doing so may save money on taxes and put your funds to work in our community in the ways you choose.
5. By including the [ORGANIZATION NAME] in your will or estate plan you will enjoy giving more at the lowest possible cost. Call _____ for more information.
6. A planned gift to [ORGANIZATION NAME] may help you give more than you ever thought possible. Call _____ for more information.
7. There are a variety of ways to make a lasting contribution toward a better world. Contact _____ for information about how to remember the [ORGANIZATION NAME] in your will or estate plan.

Donation Envelope Language

Please send me information about including the [NAME] Fund in my estate plans.

I have included the [NAME] Fund in my long-term plans.

If your organization receives a donation with either of these requests checked, be prepared to follow up with that donor.

Sample Communications Plan

Website:

- ASAP: Create a permanent page on your website offering a description of how gifts to your organization fund help your organization achieve its mission. Consider using a side-by-side description of giving options like the sample provided in this toolkit. Link to the Community Foundation's website to make giving easy.

Facebook...phase into it with three posts during the year:

- February: Celebrate when you received your annual distribution and thank donors who have contributed to the fund. What will your organization do with the distribution this year? Can you link back to spot on your website that offers information about the endowment fund?
- August: Use one of the one-liners about legacy giving through estate gifts. Do you have any examples of estate gifts that have enriched your fund and benefitted your organization?
- November: Do one post during the holiday season reminding donors that you are thankful for their support, whether direct contributions to your organization or gifts to the Community Foundation to grow your organizational endowment fund.

Don't use Facebook? You could share this information by e-newsletter, printed newsletter, or on your website's 'current news' area.

Newsletter:

- May: Include an article that explains endowment, how your organizational endowment fund benefits your organization, and how you use the distribution. Share how your organization invests in its fund...do you designate a portion of your budget to contribute? Do you direct memorial gifts to the Fund?

Joint Brochure:

- Anytime: Does your organization have the opportunity to offer brochures to those who might be interested in contributing to your organizational fund? Work with Sara to customize a brochure describing giving options to donors.

Individual Meetings:

- Anytime: Consider prospects for estate gifts. If you would like Community Foundation staff to meet with you and your donor to share more about leaving a legacy benefitting your organization, we are happy to do so.

We hope these tools will help you explain and promote your organization's endowment fund.

We did our best to include materials that will be useful to you,

but please let us know about other needs or ideas.

Thank you!

Questions? Comments? Suggestions?

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