

Grow Your Organizational Endowment Toolkit How to Grow Your Organization's Endowment and Encourage Future Giving

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. The Community Foundation aims to help you grow your organization's endowment so that we can provide increasing annual distributions to help meet your mission. That helps us meet our mission too.

Thank you for your partnership in philanthropy!

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 future giving.

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

- Share ongoing information about building your endowment 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 future gift donors

- Determine how your organization will recognize and thank donors to your endowment fund and donors who plan to leave a future gift.
- 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.

Start with the Board

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

Insert Your Organization's Logo Here

[Name of Endowment]

at the Charlevoix County Community Foundation

What is an endowment?

An endowment is a permanent fund that provides income each year to support a charitable cause. The [Name of Endowment] 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 endowment provides options for donors, who may give directly to the organization in support of current operations, may give to the endowment in support of the long-term financial health of the organization, or both. The endowment also presents an excellent option for donors who want to make future 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 endowment 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 of Endowment]?

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 of Endowment] 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 of Endowment] provides an annual distribution to our organization to support the mission. This annual distribution is just a portion of the balance of the [Name of Endowment], which allows the endowment to grow through investment and additional contributions.

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

What kinds of gifts are accepted?

Gifts to endowment may take many forms. The Charlevoix County Community Foundation can facilitate gifts of all types on behalf of the [ORGANIZATION NAME], including:

- Cash or check,
- 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 a future gift?

Future gifts, sometimes called planned, deferred, estate, 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. Future gifts are typically planned in conjunction with an estate plan and are an option for donors of all income levels.

What are some examples of common future gifts?

There are three easy ways to make a future gift to the [Name of Endowment]:

- Donors may indicate a dollar amount or percentage be given to the Community Foundation benefitting the [Name of Endowment] in their will or trust to take effect upon their death;
- Donors may name the Community Foundation as a beneficiary of an insurance policy or purchase a new policy to benefit the [Name of Endowment].
- Donors may name the [Name of Endowment] at the Community Foundation as a beneficiary of retirement assets 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 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 future gift through the Legacy Society.

What difference will a gift the [Name of Endowment] make?

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

Growing Your Organizational Endowment Through Contributions

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Promote Your Organizational Endowment on Your Website

1. Create space on your website to tell donors about your organizational endowment.
2. “[ORGANIZATION NAME] has created an endowment 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 endowment, and each year it provides another source of funding for the charitable work of [ORGANIZATION NAME]. The endowment also provides options for donors who may give directly to [ORGANIZATION NAME] in support of current operations, may give to the endowment in support of the long-term financial health of our organization, or both. The endowment also presents an excellent option for donors who want to make future gifts. To learn more about the [Name of Endowment], contact [CONTACT INFORMATION]. To support the [Name of Endowment], make a gift 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 of Endowment]. Thank you!”
3. Link to the endowment on the Community Foundation’s website – we can give you a direct link to make giving online easy for your donors.

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, and contributions to your organization’s endowment 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 organization’s endowment.
2. “Looking for another way to be awesome? Consider supporting [ORGANIZATION NAME] both now AND in the future by giving to our endowment 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 endowment when your organization receives the annual distribution from the Community Foundation. Update your board members, thank donors who have supported the endowment with an email, note the support on social media, and include a brief mention along with a description of the endowment 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. Here are a few samples:

Article 1: Spread the Word

In [YEAR], [ORGANIZATION NAME] established an endowment with the Charlevoix County Community Foundation, a public, charitable, 501(c)(3) organization working to improve the quality of life for people in Charlevoix County.

Our endowment at the Community Foundation is an ideal way to benefit the mission of [ORGANIZATION NAME]. The Charlevoix County Community Foundation specializes in managing endowments to benefit communities. 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 of Endowment] 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 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 endowment 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]:

- Gifts of cash: A cash gift is the easiest to give – send in a check or give at www.c3f.org. 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 of Endowment] through the Community Foundation than the actual or initial cost of the securities, so you, our endowment, 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 a portion of your required minimum distribution (RMD) to the Community Foundation.

If you might be interested in making a future 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.

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

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 of Endowment] at the Charlevoix County Community Foundation. The endowment 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 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 or check,
- Gifts of non-cash assets such as stock and real estate,
- Gifts included in 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 of Endowment], make a gift 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 of Endowment]. To learn more about future giving, call [CONTACT INFORMATION]. We'd be happy to tell you more about a future 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 of Endowment]!”

“Would you like to make a gift that lasts forever? Contributions to the [Name of Endowment] 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. A side-by-side description or infographic may help donors understand their options and learn about more ways to support your mission. Here is a sample:

A gift to the



is put to work today by supporting operational costs that allow us to serve the Beaver Island community by promoting and supporting the cultural arts by offering a broad range of high quality performing and visual arts programs and activities.

A gift to the

Beaver Island Cultural Arts Association Fund
at the



Giving Back. Moving Forward.

is invested for the long -term and provides for annual distributions in support of the operations of the Beaver Island Cultural Arts Association. Because only a portion of the balance is distributed each year, the endowment grows over time through investment income and additional contributions. The larger the endowment, the larger the distributions from the endowment.

We appreciate both kinds of gifts.

Encourage Future Gifts to Your Organizational Endowment

Future gifts, sometimes called planned, deferred, or estate 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. Future gifts are a viable option for donors of all income levels.

What are some examples of common future gifts?

There are three easy ways to make a future gift to the [Name of Endowment]:

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

Who are your potential future 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 future 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.
- Consider having at least a handful of individuals who will qualify for the legacy society before announcing your intent to establish it.
- 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 Future Gifts to Your Organizational Endowment

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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 future giving options by contacting_____.
2. Future gifts allow you to combine your philanthropic goals with your financial needs *and* support work toward _____. Please remember the [ORGANIZATION NAME] in your will or estate plan.
3. Future gifts allow you to make larger gifts than you ever thought possible. Remember the [ORGANIZATION NAME] in your will or estate plan at no cost to you now.
4. Include [ORGANIZATION NAME] in your will or estate plan. Doing so may save money on taxes and put your dollars to work in our community in the ways you choose.
5. A future gift to [ORGANIZATION NAME] may help you give more than you ever thought possible. Call _____ for more information.
6. 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 of Endowment] in my estate plans.

I have included the [Name of Endowment] 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 endowment 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 your endowment's giving page on 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 endowment. 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?
- August: Use one of the one-liners about future giving. Do you have any examples of estate gifts that have enriched your endowment 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.

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

Newsletter or E-Newsletter:

- May: Include an article that explains endowment, how your organizational endowment benefits your organization, and how you use the annual 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 endowment? Share those examples!

Individual Meetings:

- Anytime: Consider prospects for future 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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