

LINCOLN COMMUNITY F O U N D A T I O N

215 Centennial Mall South, Suite 100 • Lincoln, NE 68508

www.lcf.org

Tips for Nonprofit/House of Worship Endowment Campaign

Consider setting up a board committee to lead the effort and educate the board/committee. LCF would be happy to send a representative to speak at a meeting.

Encourage the committee or board members to make lead gifts (size of gift is a personal decision and should be self-determined according to his/her own resources.)

The committee responsibilities could include:

1. Make a gift to the organization's new or existing endowment fund at LCF.
2. Create their own named designated endowment fund (minimum \$10,000) at LCF.
3. Make memorial and honor gifts to the organization's endowment at LCF to create awareness.
4. Measure, report, and celebrate the endowment at all of your board meetings. During each board meeting, spend just one minute on one of these topics:
 - a. Remind the board to make memorial and/or honor gifts and hand out forms
 - b. How to put the nonprofit and/or endowment in your will
 - c. How to involve board members in fundraising
 - d. How to identify donors
 - e. What to tell your professional advisor about your endowment
5. Assist the nonprofit organization's development team in identifying prospective donors
6. Write thank you cards to new donors to your organization's endowment(s)
7. Host informal receptions in your home for long-time donors and friends of the organization
8. Invite prospective donors and community leaders to a tour of the nonprofit or house of worship
9. Develop favorite stories about the impact of the organization and share them
10. Make a face-to-face visit to update and thank donors – in their home or take a small group of donors to lunch
11. Sign/write thank you notes and updates about your organization to long-time donors
12. Help grow your organization's database (add names, addresses, emails from your associations and circle of influence)
13. Alone or with another volunteer or staff, reach out and ask for gifts:
 - a. Send a personal letter and ask (thanks for past support, explain why you are building endowment now, request a gift today and through a bequest)
 - b. Make a face-to-face visit (thanks for your support, why you are building endowment now, request a gift today or through a bequest)
 - c. Request a gift to your existing endowment fund or a new designated endowment fund in the donor's name
 - d. Request an estate gift to your existing endowment fund or a new designated endowment fund in the donor's name
14. Celebrate and list endowments supporting your organization in your newsletters
15. *Remember the best way to grow your endowment is to have a volunteer who has given ask someone else to give.*

- February 2017 "Blue Sheet"
- Cumberland Community Foundation, Fayetteville, NC