

Follow-up to the Initial Legacy Conversation



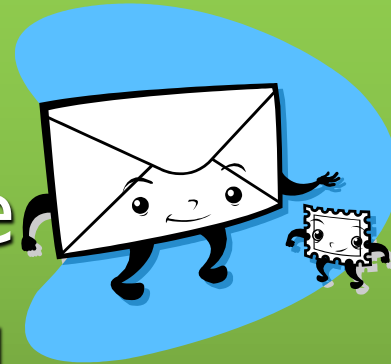
How do we get it signed and returned for our records?



I can't ask them
again for the letter
of intent!

Getting the Pledge Form Back

- Reminder letter with self addressed, stamped envelope
- Include list of all other signed legacy donors
- Invite to celebration of other signed legacy donors
- Don't push it too hard: people need time for this often sensitive issue of after-life gifts



Formalizing The Gift

- **Reminder Letter** – Send an “end of the year” note to thank the donors for their pledge and remind them to complete their intention
- **Phone Calls** – Volunteers call donors and ask them if they have formalized their intention
- **Personal Asks** – Plan to specifically ask donor upon the next in-person meeting with them
- **Tracking** – Be sure to track the answer in your database so your camp knows the status