



## Friends for life: Legacy giving stewardship

Legacy gifts (also known as planned gifts) provide the ultimate opportunity for a donor to leave their mark on an organization. If not stewarded properly over generations of fundraisers, these gifts can be reduced or even lost completely. In this session, learn how to best steward legacy gift donors over the long term.

### **Learning Outcomes:**

- Assess philanthropy and gift planning in your organization for success against best practices.
- Discuss implementing the four pillars of donor relations to maximize relationship management.
- Determine ways a legacy society can assist in stewardship goals.
- Review and discuss case studies and next steps for success in your organization.