

FOREWORD

Legacy giving is about weaving the generosity of individuals into the fabric of our future. It's about creating enduring impacts that resonate beyond lifetimes. *And it's by far the most cost-effective way to raise money for charities and support their work to make our world a better place.*

Yet, despite the importance of legacy giving for supporters and the significant impact it has on the causes they love, there has been a noticeable gap in practical and insightful literature on the subject. Well, not anymore!

How to Talk about Legacy Giving is a much-needed resource in a field where nuanced communication is key. Having held senior roles in major and legacy gift fundraising, I have been one of many eagerly encouraging Aimée Lindenberger to put pen to paper. In this book, Aimée shares with us her deep understanding of the art of legacy giving communications. She helps us to effectively talk to supporters about legacy giving—whether in person or on paper.

And this book is just the beginning. It lays the groundwork for an informative five-part series, where each subsequent book delves deeper into the legacy engagement process. Take the next book, *"How to Engage Potential Legacy Donors: Your Guide to Initial Outreach and Connection"*. It's a crucial next step in the journey. It dives deep into proactive strategies for reaching potential legacy donors, something I know through experience to be absolutely vital.

As you turn these pages, know that you're tapping into a wealth of knowledge and experience. This book, and the ones to come, are more than guides; they are catalysts for change in the way we approach legacy giving.

I'm so pleased to introduce this series, knowing without a doubt that it will help ensure our collective future is shaped by generosity and vision.

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PREFACE

We don't have to make it so hard.

We've made talking about legacy giving so complicated for so long, but we truly don't have to.

Legacy giving, really, is about what people care about most, and what they want the future to look like. That's all.

This book will help you see how easy it can be to talk to people about legacy giving—in person, in writing, and in your organization's communications—and then give you some tangible tools and things to try to create legacy messaging that works for you.

By the end, I hope you'll feel empowered. Empowered and able to communicate your legacy message simply and easily. Free of worry that you can get it wrong, or that it is terribly complex and stressful.

Because it doesn't have to be.

Legacy giving, really, is about what people care about most, and what they want the future to look like. That's all.