

Setting Goals for your Planned Giving and Endowment Building Program

Goals are important in any fundraising initiative but are especially important in building an endowment. Where an annual appeal is measured by dollars raised, an endowment building effort—funded primarily through planned gifts—must be measured in large part by non-financial goals. Setting clear goals allows your organization to make an effective annual evaluation of progress.

Most Planned Giving and Endowment Building Programs have short-term and long-term goals. Goals will vary depending upon the organization, but below are some common financial and non-financial goals for an endowment building effort.

Short-term goals may include:

- Training planned giving team and organization staff on planned giving
- Identifying your top prospects by segmenting your donor base into categories, for example:
 - o Those who contribute small to moderate amounts (\$200-\$1,000 annually) consistently over many years
 - o Those who contribute significant amounts (\$1,000+ annually) consistently over many years
 - o Those who give significant gifts to special projects
 - o Active volunteers, who have committed 25+ hours/year
- Conducting an initial campaign among the organization's leadership (e.g., Parish Council members)

Long-term goals may include:

- Making a specific number of personal visits to solicit support for the endowment fund(s)
- Securing a specific number of Planned Gift Intention Forms
- Raising a specific dollar amount in current and/or future planned gifts to the endowment fund

Remember, unlike most other types of fundraising, planned giving efforts do not have an end point. While donors might not commit to a planned gift after one or even several discussions, it is vital to keep informational opportunities about planned gifts in their minds so that when life circumstances favor a planned gift, they are knowledgeable and prepared.