



5 Tips to Improve Your Legacy Web Page

PARTICIPANT WORKBOOK

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June 2, 2021

| Globetrotting Fundraiser |

WELCOME

I'm Ligia, President of LFP Solutions, Inc., also known as GlobetrottingFundraiser.

I've been working in the nonprofit sector for 20 years in the area of fundraising and communications. Having worked in organizations of all sizes at the local, national and international level, it's my pleasure to bring this breadth and depth of experience to help the nonprofit sector.

GlobetrottingFundraiser stands for smart, actionable, researched fundraising solutions that bring together knowledge from markets across the globe to help organizations realize their mission.

I'm a self-professed "legacy / gifts in wills nerd"! I love GiW so much that I'm doing my Ph.D. on the topic at the University of Kent.

Whatever your legacy / gifts in wills / planned giving needs may be, we can bring you tailored solutions that will help you grow your program. Do reach out!



CONSULTANT EDUCATOR RESEARCHER



NOTES

DO THESE ...

TIP 1 - LOWER VISION

TIP 2 - OFFER SOMETHING OF VALUE

DO THESE ...

TIP 3 - REQUEST INFORMATION

TIP 4 - CREATE ALL THE FEELS

DO THESE ...

TIP 5 - PICTURES

BONUS TIP!

ONLINE LEGACY BOOTCAMP



A SIX-MONTH PROGRAM TO LAUNCH OR REBOOT YOUR LEGACY PROGRAM TODAY

- Build a robust infrastructure (policies, procedures and administrative systems),
- Identify top legacy prospects,
- Develop impactful and inspiring legacy marketing materials (print, web, video, social media, telemarketing),
- Build a sustainable legacy pipeline,
- Make a legacy ask,
- Administer legacy gifts (estates) and show impact, and
- Report and monitor your legacy program.

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www.globetrottingfundraiser.com