



Community Foundation

LORAIN COUNTY

people who care · causes that matter

# Ways to Grow Your Organizational Endowment Fund

1. Use the Community Foundation as your Planned Giving office. With expertise in all areas of fund development, investments and estate planning, we are here to support our nonprofit partners in creating a sustainable funding source. You stay in control of your donor relationships; we simply provide guidance and resources. *Ask us – we're here to help!*
2. Host our staff for an Endowment 101 training for your board and staff. The more you know the easier it is to spot a potential planned giving donor and begin that delicate conversation.
3. Mention "Have you left our organization in your Will?" in every communication offline and online e.g. website, newsletters, annual report, brochures, letterhead, envelopes, etc.
4. Encourage donors to make contributions to the endowment in honor or in memory of loved ones; develop an in-house policy that all gifts received in honor or in memory will be added to the endowment; print lists of gifts received in annual report and/or newsletters.
5. Provide the link to the endowment fund on your website, emails, social media. Forward the link for your Fund to board members, staff and donors.
6. Include the following text in your organization's online communications: "Many of our donors have found that leaving an estate gift is highly rewarding. An estate gift to NAME OF ORG endowment fund, held at the Community Foundation of Lorain County, will have meaning and impact for generations to come. Gifts can be made through a bequest in a will or Beneficiary Designation of Individual Retirement Accounts (IRA, 401K, 403B), Gifts of Life Insurance, Charitable Gift Annuities or Real Estate."
7. Take advantage of The Community Foundation's offer to print 250 color copies of your fund brochure annually. Display or distribute copies in your office, at all special events, open houses and board meetings.
8. Have one special event each year dedicated to raising money exclusively for the endowment fund.

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# Ways to Grow CONTINUED

9. Remind donors that through the Community Foundation they can donate gifts of appreciated assets like stocks, real estate, artwork, jewelry and even grain like soy, wheat or corn! If we can value it and sell it, they can donate!
10. Utilize gifts from retirement funds (IRA) – if a donor is age 70½ they can donate up to \$100,000 per person to public charities without having to count the distributions as taxable income.
11. Suggest donors convert a Certificate of Deposit (CD) to purchase a Charitable Gift Annuity (CGA) through the Community Foundation of Lorain County. A CGA will pay them income for the rest of their life AND benefit your endowment fund.

You have created an amazing resource, which will impact your organization and Lorain County for generations to come!

The Community Foundation of Lorain County  
is your partner in philanthropy.

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For more information, please contact:

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