

I am a *nonprofit...*

building long-term sustainability.

A **legacy gift** is a commitment a donor makes **now** to support the causes they care about **beyond their lifetime**.

Through wills, beneficiary designations, trusts, or other planned gifts, donors extend their impact on Alexandria's future, ensuring the organizations and programs they believe in have the **resources to keep serving** the community for generations to come.

What legacy giving means to...

Nonprofits

- **Funding for programs and operations**, including the direct services your community relies on and the infrastructure behind them
- A **high-ROI, sustainable revenue stream** that costs little to secure and complements annual fundraising with stable funding to plan around

Donors

- **Deeper, lasting impact**, gives donors a new way to engage with a cause and have their name, or their family's story, tied to something that endures
- **A gift within reach**, since legacy gifts draw from a donor's assets rather than their paycheck, nearly anyone can leave one, not just the wealthy
- **Tax-advantaged giving**, legacy gifts can reduce estate and capital gains taxes, and provide an income tax deduction, all while supporting the causes donors care about



Laura Noble, a tutor, chose to name Alexandria Tutoring Consortium as a direct beneficiary of her IRA.

"I hope my gift helps Alexandria Tutoring Consortium serve all kids who need help in years to come."

— Laura Noble, Book Buddies Tutor

Nonprofits How to Secure Legacy Gifts

1. Know your future impact story.

Share how a legacy gift would shape your organization's future and what it could make possible.

2. Identify potential legacy donors.

Consider longtime volunteers, recurring donors, or board alumni: **anyone can leave a legacy!**

3. Start a conversation.

Get to know your donor's aspirations and wishes for the future using these prompts:

"If your gift could do one more thing beyond what it already does today, what would you want that to be?"

"When you think about the next generation of Alexandrians, what do you hope is possible for them?"

4. Join the campaign.

Each September, the City of Alexandria celebrates Legacy Month. Use tools and resources provided by Think Ahead to easily spread the word!

5. Learn how to book the gift.

Leverage local professional advisors or flexible vehicles hosted at ACT for Alexandria to help your donors define their legacy gift.

Ready to explore legacy giving?

Contact Tricia Ritchie
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Alexandria's Legacy of Giving

I am a pastor, and I am a **philanthropist**.

Rev. Ken Hawes, photographed with Erin McKenney, Just Neighbors Executive Director, made a legacy gift to **Just Neighbors** Endowment.

I was an artist,
I was an Alexandrian,
and I am a part of our **community's future**.

Edith Hawkins, **Campagna Center** President & CEO, holds a photo of **Marian Van Landingham**, whose legacy gift supports Campagna's programming for under-resourced children, families, and adults.



Benefiting All Alexandria Nonprofits

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actforalexandria.org/thinkahead

