



## Five Common Objections to Legacy Giving

*and why we hope they won't stop you from leaving your legacy*

- 1. I already support Annual Campaign.** We are very appreciative of your annual support. Our day-to-day operations would not be what they are without the generosity of people like you. Legacy giving is intended to ensure your continued support of organizations near and dear to your heart when you are no longer with us. A legacy gift ensures the continuity of your hopes and dreams for our community.
- 2. I have to be a millionaire to leave a legacy.** Legacy giving is for everyone. The beauty of a legacy gift is that it is a meaningful amount or percentage of your assets or estate that will continue your legacy and purpose when you are no longer here to do so yourself. Whatever the amount, it is YOUR legacy that will live on.
- 3. Only seniors can leave a legacy gift.** While senior donors are more likely and more often leaving legacy gifts, any individual, no matter one's age, can make a plan to support the causes and organizations they are passionate about.
- 4. My kids are getting all my money.** The greatest thing a parent can do for their child is provide for their future. We hope that you will consider leaving a portion of your estate to a charitable cause. Legacy giving is a meaningful opportunity to engage family in dialog regarding financial support and the importance of making the world a better place for your loved ones.
- 5. I will not get to decide what happens to my gift.** Legacy giving can be applied to general funding or as a designated gift. General funding will support the organization as a whole and will support the areas in critical need when the funds are received. You may also designate your gift to a specific fund, program, or opportunity that you would like to support within the organization.