

# The Planned Giving Agency, LLC.

Bequest marketing & philanthropy communications

 www.pgagency.com  info@pgagency.com  (301) 466-2367

When it comes to using a great donor story, Once is never enough!



## 3 IDEAS

### TO GET YOU THINKING

About how donor stories can be the centerpiece of effective philanthropy outreach

#### PEER LETTERS

Let's say you work for a college and interviewed a donor from the Class of '67 who's including a bequest in her will. She's already agreed to be featured and photographed for the alumni magazine's planned giving advertorial. You have all the content you need to produce a peer letter from your donor to others in the Class of '67 who may consider a bequest to honor their upcoming 50th reunion.

#### SOCIAL MEDIA

Your donor story is the perfect content for Facebook, Twitter and even LinkedIn. Yes, you can use social media to reach and engage planned giving donors, but it should be part of a larger public relations strategy. Offer your story and photos to your organization's marketing and communication staff and discuss how you can leverage this content for maximum impact.

#### STORY-BASED SURVEYS

A highly effective way to gather new stories and engage longtime, consistent donors (your best planned giving prospects) is to do a survey. This isn't a survey about your organization - it's a storybased survey about the donors - and why they care about the causes related to your nonprofit's mission.

## A PERSON'S HEARTFELT STORY IS VERSATILE CONTENT.

3 QUICK TIPS FOR REPURPOSING & REPOSITIONING A DONOR STORY

#### Ways-to-Give Guide

A donor story and photograph are perfect for including in a ways-to-give guide.

#### A Larger Article

You can pull quotes from several donor stories for a larger article about planned giving.

#### Your Next Event

Have a Legacy Society table at events? Display a donor story and photo on an easel.