



# Building Your Legacy Giving Portfolio

Many Legacy Giving donors do not identify themselves until someone speaks with them directly

## LEGACY BUILDER™ CAMPAIGN:

Artsmarketing Services (AMS) understands that a hands-on, personalized planned giving program is essential to long-term stability of every non-profit organization. That is why we developed proactive personal invitation planned giving campaign. We call it the **LEGACY BUILDER™** campaign.



## AMS PLANNED GIVING METHODOLOGY:

From the moment AMS begins working with you, we focus on how to bridge the information gap between you and your legacy donors. Working side by side with you, we become your direct line to increased support.

AMS staff members have personally spoken to tens of thousands of donors from more than fifty major charities in North America, generating over **25,000 bequest commitments** conservatively estimated at more than **\$700 million**.

## LEGACY BUILDER™ CAMPAIGN ADVANTAGES:

In addition to catapulting an organization's planned giving campaign into the next level, an **LEGACY BUILDER™** campaign regularly achieves additional campaign results, including:

- **Identifying major gift donors who are not currently on the organization's radar**
- **Develops extensive prospect/donor research**
- **Re-communicating the vision and mission of the organization**
- **Builds awareness for your other programs – capital/endowment, major gifts and annual fund**

Most importantly, a telephone based planned giving campaign builds one-on-one awareness of your charitable mission, leveraging past accomplishments and building on future opportunities and organizational aspirations. The success of your planned giving program will be clearly articulated and quantified for your organization's staff, Board of Directors, and constituents.

## LEGACY BUILDER™ CAMPAIGN RESULTS:

The results of **LEGACY BUILDER™** campaign are multi-faceted. Your organization will know:

- **Who has already included your organization in their legacy gift plans**
- **Who is in the process of including your organization in their legacy gift plans**
- **Who is now considering naming your organization in their legacy gift plans**

This knowledge gives your planned giving staff the power to plan and run focused, successful stewardship strategies now and well into the future.

Additional campaign benefits include re-activating lapsed monthly donors, re-engaging annual fund donors, and acquiring up-to-date donor information.

**Artsmarketing Services Inc.**

## REPORTING AND ANALYTICS:

AMS customized reporting and analytics will let you know which segments of your database you should target in the future and which stewardship programs will be most effective for each segment of your donor base.

**Unlock your planned giving potential today with a LEGACY BUILDER™ campaign, and enjoy the strategic advantage created by our over thirty years of development experience.**

## AMS REFERENCES:

Any of our most recent clients would be happy to talk with you. They include:

**Seattle Children's Hospital Foundation**  
Lorraine del Prado  
(formerly) Senior Director of Development 206-236-6474

**USC - Canada**  
*Brian McFarlane*  
Director of Fundraising  
613-234-6827 x 249

**Lurie Children's Hospital of Chicago Foundation**  
Alisia Eckert  
Senior Planned Giving Officer  
773-975-8610

## ABOUT AMS:

Offering individually designed telefundraising services to the North American non-profit community since 1982. AMS specialties include annual fund (monthly conversion/upgrades, renewals, lapsed reactivation, new acquisition), capital, endowment and **LEGACY BUILDER™** campaigns. Utilizing state-of-the-art custom analytics, tailored scripting and mission-oriented professionals, AMS has raised nearly **\$1 billion** in annual fund donations, memberships and subscriptions from more than **3 million new supporters** over the last **three decades**. Our **LEGACY BUILDER™** campaigns have resulted in over **25,000 bequests** conservatively estimated at more than **\$700 million**. Visit [www.artsmarketing.com](http://www.artsmarketing.com) to see how we do it or contact us for a consultation today.

## CONTACT US:

**Talk to our clients, then call us – toll free - from anywhere in the USA, Canada, or, Australia 888-941-9333 to schedule a personal consultation.**

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