

BEST PRACTICES FOR GROWING ENDOWMENT

Community benefit organizations (CBOs) hold a unique space in society; filling the gap between the needs of individuals and services not provided by other entities. Building an endowment can be a critical tool in the financial stability of an organization. Holding an endowment at the Lancaster County Community Foundation carries with it the added benefits of local connections, better rates through pooled investment, an outsourced endowment tool, and the ability to assure donor intent is honored long after staff and board changes.

HOW DOES A CBO GROW THEIR ENDOWMENT?

This sheet is meant as a starting point for development-focused staff and volunteers to begin the process of building their endowment. It's important to understand that communicating with new and existing donors takes intentional relationship-building. Overall, we see organizations have success in growing their endowment just like any other type of fundraising campaign; with energy and focus put behind it, along with regular exposure and conversations with donors. It helps to have an organizational "champion" who can be the go-to person for endowment.



WHAT WE CAN DO

As a CBO fundholder at the Community Foundation, we are *happy* to meet with you, present at board meetings, and answer logistical questions from donors. We do not do direct fundraising or consulting, but rather share general suggestions based on our experience.

WHAT YOU CAN DO

START BY RAISING AWARENESS

WEBSITE

- Include information about your endowment and the link to your site on the Lancaster County Community Foundation website.
- Include information about sample bequest language on your website that can be used to give towards your endowment.
- List the types of gifts donors can give to your fund.

BLOG

- Write a post about the endowment your organization holds at the Lancaster County Community Foundation.
- Write a post about endowment in general and how it supports your organization.
- In your newsletter:
 - Include a brief news item about your endowment in your donor communications, general communications, and other specified group communications.
 - Link to your blog or website from the newsletter.
 - Include endowment information in printed materials to donors and supporters.

CREATE A STRATEGY

- With board/staff/supporters determine:
 - The vision and purpose of your endowment.
 - A fundraising goal based on the 4% spendable amount.
- Tie giving to the endowment with a celebration, anniversary, or capital campaign.

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