

Easy Conversations Starters Regarding Giving Opportunities in Extension

Loyal donors who have not mentioned anything about an estate or larger gift:

- Joe and Annie, thank you so much for being a supporter of X program
- Your gifts have made such a tremendous impact over the years
- Extension has a team that works with loyal donors to share information about different ways people can invest long-term in our mission, you know through estate gifts, named endowments, and such
- If you're ever interested, I'd be happy to put you in contact with them
- I just thought I'd mention it!
- **If you're comfortable and if the reception is warm to hot**, offer to send an email or mailing with some links/items for them to look over.

Loyal donors who have mentioned that Extension is in their will or have expressed a desire to give, but need more information:

- Hey, Annie!
- I think you've mentioned before that you included X program in your will
- I don't know if you have talked to anyone at the university's foundation, but we have been asked to connect with people who have (mentioned bequests, asked about ways to give) so that we can be sure to learn the true wishes of the donor
- Stewardship is so important and there are so many ways these gifts can work
- If it's ok with you, can I put you in contact with my colleague in development? Maybe you two can meet and just have a conversation about your plans? (Or offer to send them the information)

Companies:

- Hey, Joe! Good to see you!
- Hey, you know, we are so grateful for XYZ, LLC's regular support of our office's activities.
- I've been meaning to ask you if we can setup a time to chat so that I can learn more about XYZ's philanthropic goals?
- Maybe there are ways we can deepen our partnership and engagement.