

Legacy Opportunity Report

Turn signals of intent into legacy giving strategy.

What future gifts are hiding in our donor base?

What makes the report effective



Signals of Intent

Which donors show giving behaviours aligned with legacy giving?

Who is quietly indicating long-term commitment?



Donor Profile Strength

Which donors have the tenure, loyalty, and are signaling capacity?

Are we recognizing the right opportunities early enough?



Missed Opportunities

Which donors meet key criteria but are not being engaged?

The Outcome



What this changes: Moves conversations from “Do we have legacy donors?” to “Who should we be engaging now for future impact?”

Provides:

- Clear identification of high-potential legacy prospects
- Focused, prioritized planned giving outreach opportunities

Cost: \$5,000

From possibility to proactive planning.

Book a time | Contact Focus Further Solutions

