



Optimizing your LEAVE A LEGACY® Web Presence

If you are considering creating a local LEAVE A LEGACY web site from the ground up, be sure to ask yourself, your board and your volunteers these questions:

- Can we afford it?
- Do we have the time to update information as needed?
- Will we ensure that the designer follows the Graphics Guide?

If you decide to pursue a web site, here are some helpful guidelines to keep in mind:

- Familiarize yourself with the LEAVE A LEGACY Graphics Guide.
- Make sure your web designers have a copy of the guide.
- Avoid posting information that can quickly become “dated.” In many instances, calendar listings have expired, phone numbers and e-mail addresses are no longer operational, and contact names are no longer current.
- Choose a URL that is not confusing or too long. Please do not use “lal” as an abbreviation in the URL or anywhere else on the site.
- Volunteers come and go. Create a generic e-mail address to avoid confusion. For example, info@leavealegacyyourtown.com.
- Avoid the use of a counter—if the numbers aren’t high, they can make your efforts seem smaller than they really are.

Most important of all, make sure your LEAVE A LEGACY web site represents the campaign’s main goals. LEAVE A LEGACY is about bequests. Don’t get too involved in planned giving complexities. Here are some ideas for keeping your web site on point.

- Include donor stories from your area.
- Provide sample bequest language.
- Have a referral system available for people who need a financial advisor or estate attorney. We strongly recommend referring the public to local planned giving councils. A list of council locations can be found at www.ncpg.org.
- Have a boilerplate statement that defines the program. We have constructed two.

“LEAVE A LEGACY® is a public awareness campaign that educates the public about the benefits of leaving bequests to charity in wills and estate plans.”