

More

Prologue or epilogue? Stories, societies and securing a legacy pledge

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INSERT YOUR
LIFE STORY
HERE



LEGACY FUNDRAISING
growing your future

“Identify what the key factors are that motivate action after you hear or see a good story. Think about story as a way to influence others.”

Dr. Paul J. Zak
Center for Neuroeconomics Studies







Richard Witt
Development Director
Sedbergh School Foundation





Alix Morley

Deputy Director of
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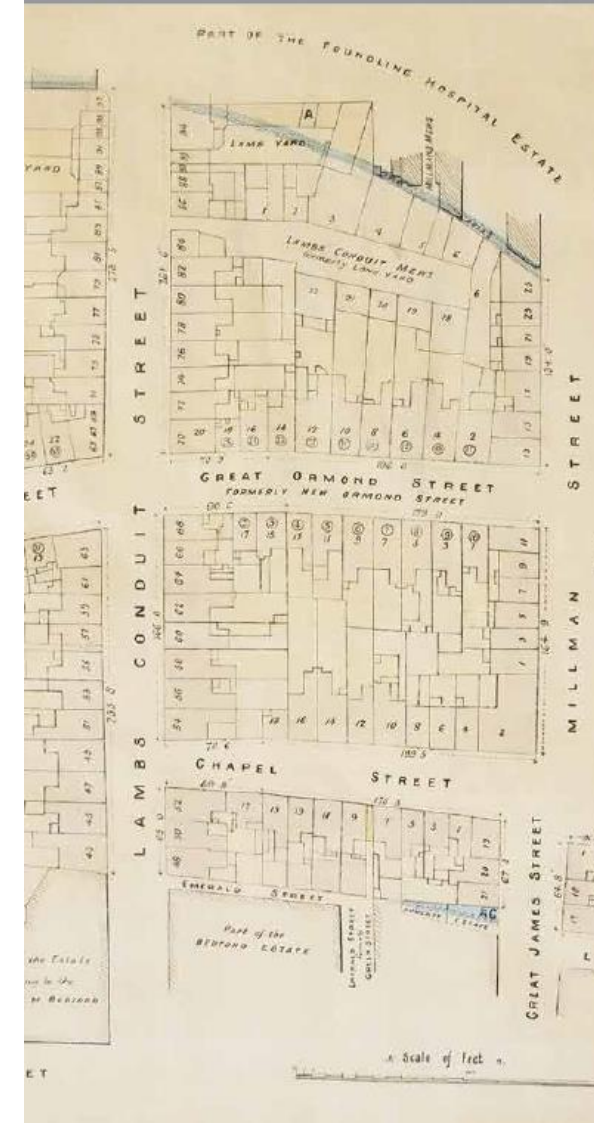


Rugby
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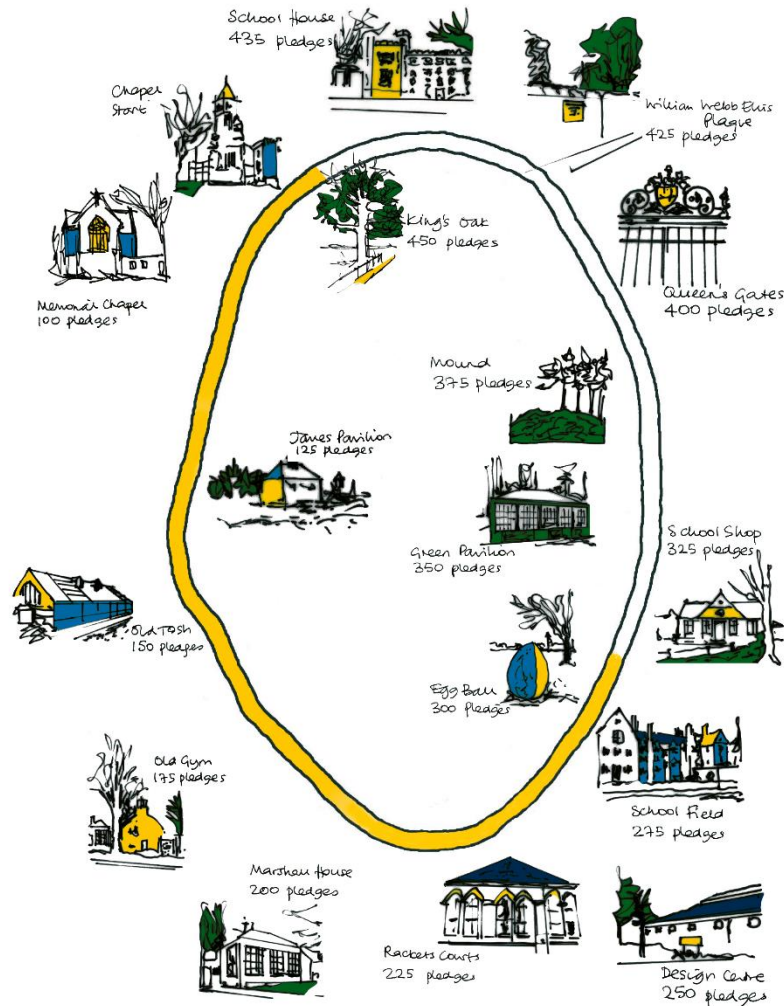
If you will, they can

- The first legacy gift came in 1567 with provision made in Lawrence Sheriff's Will for the founding of a school.
- Many legacies have been left over the last 450 years.
- Small legacy campaigns were run in 1999 and 2004
- We began 2016 with 93 pledges



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If you will, they can



- Commitment was made to securing 450 legacy pledges in memory of Lawrence Sheriff's own remarkable legacy
- Members of the Rugbeian Community were invited to join us on a journey around the Close



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If you will, they can

- The campaign was launched in January 2017
- Our 'Legacy Newsletter', introducing our plans, was included in the annual Arnold Foundation Review
- By January 2018 we had secured 300 legacy pledges

the
Arnold Foundation
for Rugby School



LEGACY NEWSLETTER

If you will, they can

In 1567 Lawrence Sheriff did something remarkable. He left in his Will the means to found a School for the boys of Rugby and Brownsover.

Today we are proud to continue Lawrence Sheriff's founding ethos. And through the Arnold Foundation we ensure outstanding children from every part of society can benefit from a Rugby boarding education.

For many years, this vision has been embraced by Rugbeians and other friends, themselves leaving legacy gifts. Pupils, who would not otherwise have had the opportunity, have attended Rugby thanks to such gifts; indeed

Rugby has been enriched by generous bequests for generations. In fact, it is fair to say, that all those who pass through Rugby have benefitted in some kind from legacies.

Each year, more and more Rugbeians and Rugby parents let us know of their intention to include the Arnold Foundation in their Will; for this we are especially grateful.

It is really easy for everyone to get involved. All pledges, whatever the size, are a meaningful way for every member of the Rugby family to make a real difference for future generations of Rugbeians. We understand that making

a Will is a very private matter; there is no need to give details of your gift, and please be assured that every gift helps us towards our goal. If you do intend to leave a gift, we would simply love to hear from you in order to thank you.

Now, 450 years after Lawrence Sheriff made his generous bequest, we again strive to do something remarkable. Inspired by your generosity to set the bar high, we hope, in this special year, that 450 Rugbeians and friends will pledge to leave a gift to the Arnold Foundation for Rugby School in their Will. This is certainly an ambitious target, but then, we know that Rugbeians have always risen to a challenge.

"Although it has been challenging, being at Rugby School has been one of the best experiences in my life. I have improved my academic levels and developed many of my skills, while having a lot of fun. The attitude towards learning from both the teachers and the pupils has been the highlight of my term. For example, instead of talking while teachers get ready at the beginning of a class, all the pupils start working straight away. The teachers also concentrate on individual pupils. I have never come out of a class confused since I have been at Rugby School, because my teachers don't let that happen.

The work is challenging and we get three pieces of prep a day which, at first, was a challenge for me. However, as the term continues I have been adapting to the situation and I now find myself enjoying the study periods, as I have come to realise that the more homework I get, the more I can succeed in the subject."

Current Arnold Foundation Pupil in the F Block

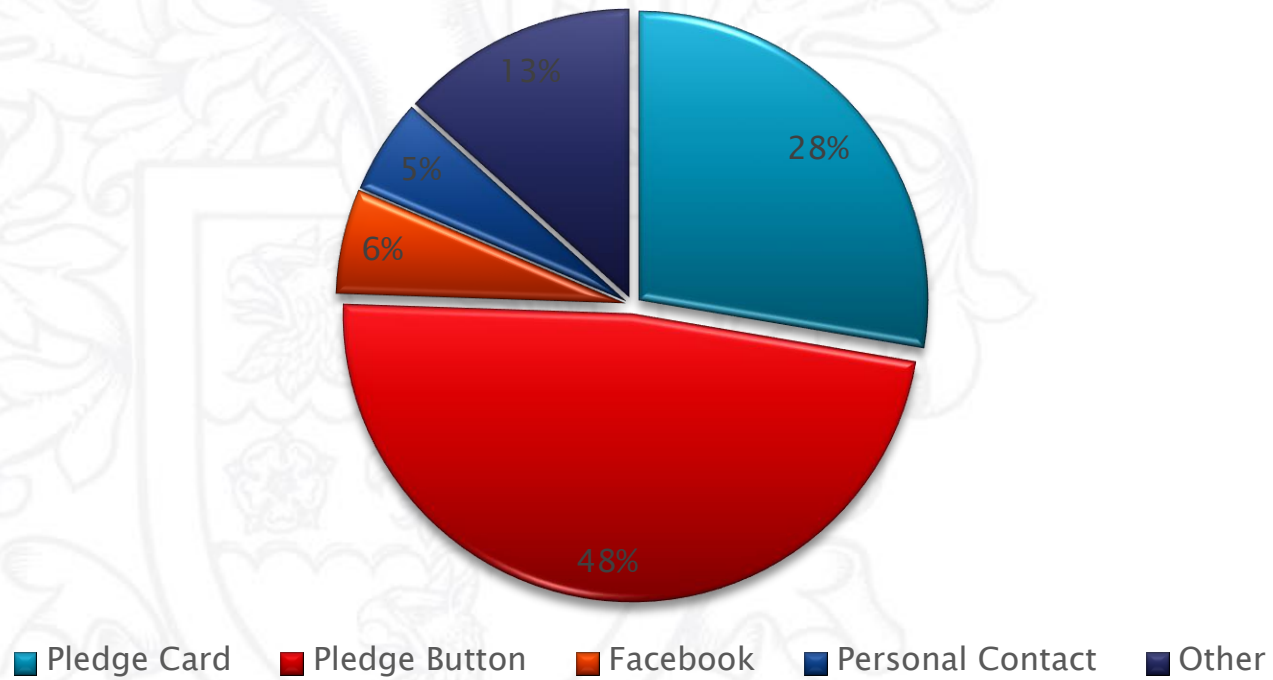


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Making it easy ...

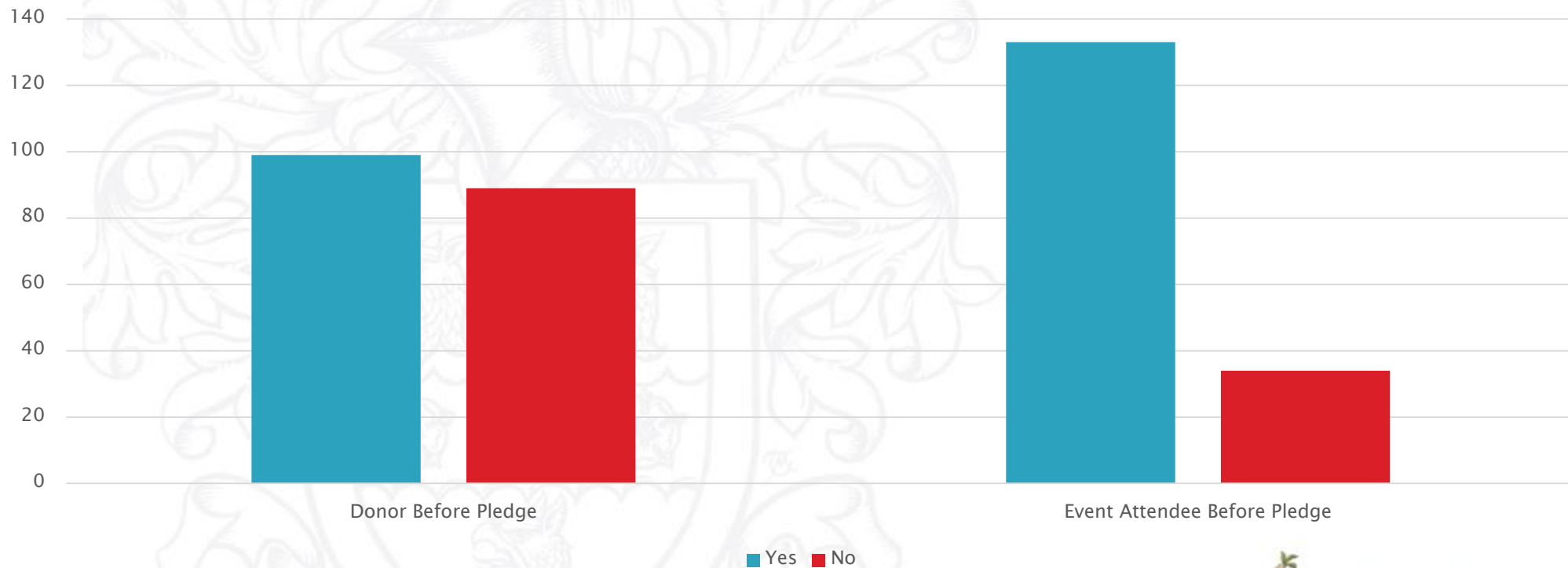
Method of Pledge



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Identifying trends and segmenting asks ...

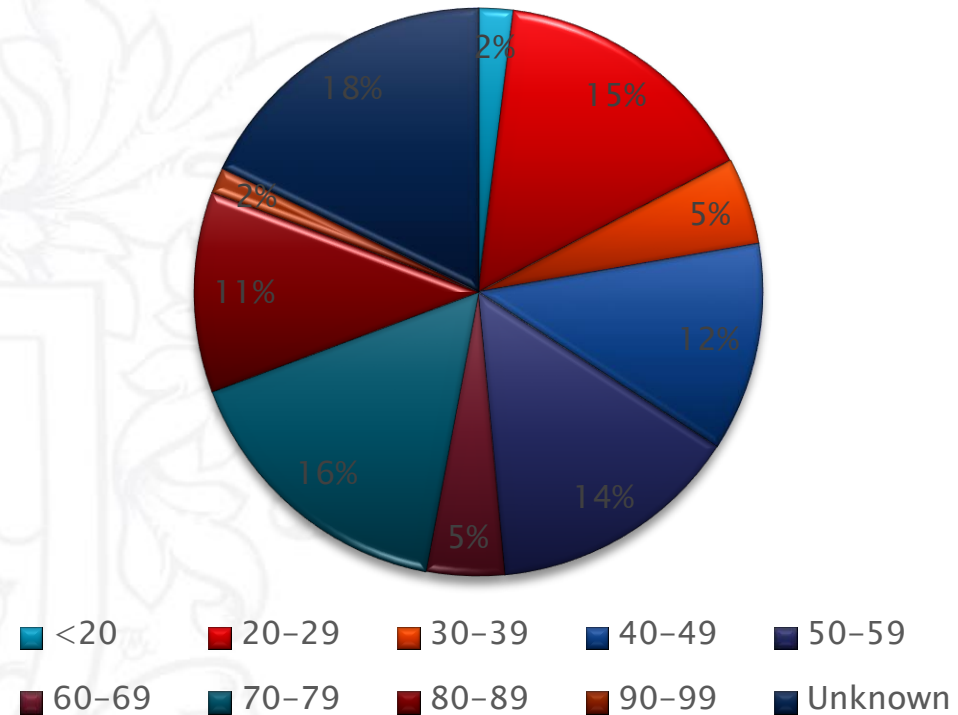
Existing Donors and Event Attendees before Pledge



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Keep your target group open ...

Age	Number of Pledges
<20	4
20-29	31
30-39	10
40-49	24
50-59	29
60-69	9
70-79	33
80-89	23
90-99	3
Unknown	36



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Key Learnings

- **Ask, ask and ask again!**
- **Make it as easy as possible**
- **Segment your asks carefully, but ...**
- **Keep your target group open**
- **Peer-to-peer asks are vital**
- **Involve as many people as you can**
- **A legacy gift is the easiest way to get involved**
- **If you will, they can**



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What next?

- The campaign continues as we strive to reach our target of 450
- Asks continued to be made at events, in literature and through Direct Mail
- Careful stewarding of potential legators will help ensure pledges result in actual gifts

