

YOUR ORGANIZATION'S READINESS CHECKLIST



Use this tool to determine your organization's readiness for an endowment.

If you check several of these boxes, it may be a good time to contact CFU to learn more about endowments.

Mission

- ☐ Your organization has been in existence for several years and has been effectively carrying out your mission since its founding

Leadership

- ☐ Your leadership can articulate a case for preserving your mission for the future
- ☐ Your organization has not experienced severe financial crisis or upheaval in leadership
- ☐ You have volunteer leaders and staff who are willing to be endowment ambassadors

Donor Base

- ☐ Your organization has a solid donor base of individuals who have consistently given for at least five years
- ☐ One or more prospective donors are identified to establish the endowment with current assets or you have reserves to seed the endowment now

Growing the Endowment through Future Gifts

- ☐ Your leadership has established or is establishing a legacy program or society
- ☐ Your executive director is committed to marketing your legacy society
- ☐ You can identify prospects who are devoted to your mission and want to preserve it for future generations
- ☐ Board members are willing to include your organization in their will, trust, or retirement fund

If you feel your organization is ready, consider the following:

- What will the endowment purpose be (how will the money be used)?
- What size endowment will achieve your goals?
- How will you promote and market the endowment?
- What roles will staff or volunteer leadership play in endowment building?
- What types of gifts will the endowment accept?

Checklist courtesy of Rose Community Foundation

INTERESTED IN STARTING AN AGENCY
ENDOWMENT FOR YOUR ORGANIZATION?

contact Micaela Weil at donor@utahcf.org
call us at 801-559-3005 | visit our website utahcf.org.