

**GLOBAL CONNECTIONS, IT'S ONLY MONEY! CONFERENCE  
SEPTEMBER 2005**

**Legacy Campaigns**  
**KEY STEPS FOR YOUR LEGACY STRATEGY**  
**(Session 2E.2)**

**Helen Calder, Evangelical Alliance**

- Decide to be proactive
- Undertake research
- Set targets
- An integral part of giving
- Raise awareness
- Produce materials
- Brief advocates
- Identify known legators
- Specific campaigns
- Foster relationships