

It's good for you and it's *great* for Sonoma Valley!

Become a Partner

We invite your organization to become a member of our Nonprofit Partnership program. Your participation will help create a movement in Sonoma Valley to ensure the long-term health and success of the nonprofit sector.

What are the Benefits?

- Listing of participating organization and [website link](#) on the Endow Sonoma Valley website.
- Nonprofit Partner orientation session
- Technical support for planned giving
- Regular electronic communications
- Reports on how the initiative affects and impacts Sonoma Valley
- Training sessions on specific topics of interest (*i.e.*, fundraising, marketing, financial management)
- Forums to discuss ideas, progress and strategies
- A comprehensive advertising and marketing campaign supporting Endow Sonoma Valley

Nonprofit Partnership Program FAQs

Who can participate?

Participating nonprofit organizations must meet the program's partnership requirements, which include having a strong commitment to legacy giving and a signed board resolution confirming this commitment.

What's in it for the Sonoma Valley Fund?

Sonoma Valley Fund's assets will increase, as will the assets at other organizations. This new initiative supports SVF's mission to strengthen our community through philanthropy and legacy giving.

Does a legacy gift have to be at the Sonoma Valley Fund?

No. It is up to the donor and then each organization. This is a multi-year initiative to perpetuate legacy giving, regardless of where the gifts reside.

Will this program diminish our existing fundraising efforts?

No. This program is designed to augment your existing efforts. Through a regional promotional campaign, focused on informing and inspiring individuals regarding the principles and benefits of legacy giving, your organization's fundraising efforts will be enhanced. Technical support provided to you as a partner will increase the expertise and scope of your development staff.

Will this effort take away our existing donors?

No. The thrust of this promotional campaign is to get people to create legacy gifts, and direct them toward their passion, through a designated gift, a field of interest gift, or a gift for the common good. This effort is not intended to interfere with existing relationships. On the contrary, it will support the strong relationships you currently enjoy with your donors.

What are the Requirements?

The following guidelines are provided to move toward the common goal of increasing legacy giving in Sonoma Valley. An Endow Sonoma Valley Nonprofit Partner will:

1. Have been incorporated a minimum of five years and currently operating as a government approved charitable organization and be affiliated with Community Foundation Sonoma County via a fund **or** supporting organization; **or** be approved by the Sonoma Valley Fund's board of directors.
2. Make and demonstrate a commitment to legacy giving with:
 - Signed **Commitment Form**
 - Signed **Board Resolution**
 - Completed **Website Link Authorization Form**
 - Established specific organizational legacy giving goals.
3. Abide by the National Committee on Planned Giving's Model, **Standards of Practice**
4. Timely reports of progress in a format provided by the Sonoma Valley Fund
5. Actively participate in Endow Sonoma Valley nonprofit forums, showing collaboration and idea sharing with colleagues
6. Schedule periodic Endow Sonoma Valley presentations to update your board on the progress of Endow Sonoma Valley
7. Share success stories and unique gift stories for use in newsletters and websites
8. Develop and implement a budget to support a planned giving program (if not existing.)

Want to Become a Partner?

Please call Joe Valentine, (707) 579-4073, ext. 12 for more information about becoming a Nonprofit Partner or email info@endowsonomavalley.org.