BLUE GRASS COMMUNITY FOUNDATION
WE'RE IN IT FOR GOOD.

ENDOW KENTUCKY TAX CREDIT PROGRAM

Tips + Tricks

Endow Kentucky Tax Credit season is quickly approaching. Gifts to your nonprofit endowment fund qualify for Endow Kentucky Tax Credits. The tips and tricks below are intended to help you notify your donors about this opportunity. *Nothing within the Nonprofit Endow Kentucky Tool Kit, including these Tips and Tricks shall be seen as providing legal or tax advice.*

- The Endow Kentucky tax credit pool opens on July 1. May is a great time to begin marketing because many individuals are meeting with their tax professionals and thinking about ways to lower their taxes for the next year.
- There is no minimum gift to qualify for the tax credit, so consider broadening your initial donor audience when using free or low-cost marketing like email.
- Remember that contributions do not have to be strictly cash or check. Many donors have appreciated stock, life insurance policies or real estate that may qualify for the tax credit and present a great opportunity for tax planning.
- Take advantage of the tools and services provided by Blue Grass Community Foundation. Use the email template, information sheets and other materials provided by BGCF to educate your staff, board and donors. We are happy to meet with you and your donor(s) to facilitate an endowment contribution.
- An e-blast by itself will probably not bring in numerous gifts for your organization. Consider sending out the email template (be sure to customize it to your organization) and the information sheet to your donors, asking them to contact you if they would like to make a gift. This allows you to meet with your donor and discuss the gift and the program, and it gives you advance notice of an incoming contribution.
- Consider whom your endowment fund prospects may be. Typically, endowment fund donors are those who have an existing relationship with your organization. Also look at your current board, former board, long term volunteers, annual donors etc.
- Make a list of your top endowment fund prospects and contact those people directly to follow up on the e-blast or other initial outreach.
- If you collect applications on behalf of your donors, consider bringing those to the Community Foundation prior to July 1. We will then submit the applications to the Kentucky Department of Revenue on July 1. If you submit applications on behalf of your donors, be sure to read the application instructions and the FAQ sheet provided in the tool kit regarding submission requirements. Remember to customize the application by entering your fund name in section J.
- Use the BGCF online fund portal to check your fund's balance and review any new contributions.
- Thank your donors!

We are happy to assist you and your donors with the Endow Kentucky Tax Credit process!

Lisa Adkins
President/CEO
ladkins@bgcf.org

Scott Fitzpatrick
VP/Advancement
sfitzpatrick@bgcf.org

Halee Cunningham
General Counsel/Director of Planned Giving
halee@bgcf.org