

Picture Your Legacy

Purpose

Images can tap into the right side of your brain and reveal how you aspire to be in the world. These cards can catalyze creative conversations about legacy among individuals, groups, and families of any age and across generational divides. Whether one is looking to realize financial goals, develop leadership capabilities, clarify philanthropic aspirations, or direct professional ambitions, these images will allow advisors to work with donors and clients on developing language for mission statements, vision statements, charter letters, ethical wills, and living legacies so that they will resonate today, while remaining relevant tomorrow.

Clients, donors, and advisors often focus on *what* people want to fund; therefore, this exercise was developed to help donors get at *how* they want to fund. Since it can be difficult to articulate that directly, this deck of images is designed to evoke emotional and even unconscious aspirations. Use the exercise as an intervention to move relationships and philanthropic vision forward with individuals, families, and boards.



Objectives

- To understand and learn how to facilitate the uniqueness of this deck—how the images evoke emotional and sometimes unconscious responses in users
- To focus users on the aspirational nature of the exercise: What is the legacy you want to leave? What is the impact you want to achieve? Who is the funder you aspire to be?
- To pose questions to donors and clients, such as: Are you living this vision? What do you need to achieve it? How can I help?

Facilitation Observations

--