

Planned Giving

—

What Are You Scared Of?

Nonprofit Learning Lab
February 21, 2022



Hi, I know fundraising is hard...

- Founded fundraising consulting company in 2021
- Over a decade fundraising annual and planned gifts
- Worked in Chicago, Ohio, New England and Washington, DC

...and I know you have a job to do, so my goal is to build up your confidence, gain some tools to be better fundraisers!

Agenda & Learning Objectives

1. What is Planned Giving and Why You Should Care
2. Understand the Different Planned Giving Vehicles
3. How to Overcome the *Scary* Concerns of Planned Gifts
4. Techniques to Bring Up Planned Giving with Your Donors
5. Learn Marketing and Stewarding Ideas to Increase and Retain Planned Gifts

Poll 1

Does Your Organization Have A Planned Giving Program?

1. Yes, we regularly promote and receive planned gifts
2. Yes, we have a few planned gifts
3. No, we do not
4. Not Sure
5. What's a Planned Gift?

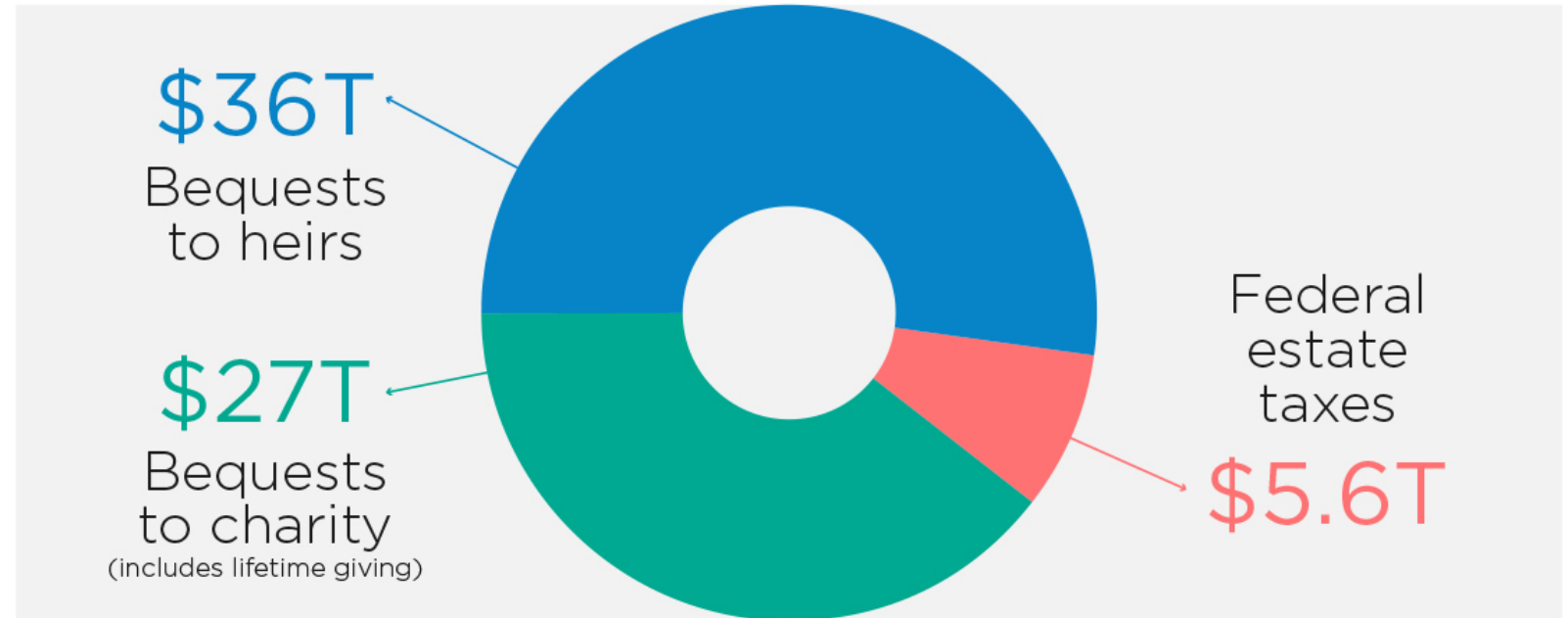
What is a Planned Gift?

- Charitable donation
- **PLAN** it in advance
- Can be during life or after death (testamentary)
- Other names – legacy gift, estate gift

*Why You
Should Care*

Great Wealth Transfer

\$59 TRILLION Will be transferred
from Boomers to Millennial heirs, charities and taxes
between 2007 & 2061



Wealth
Management.com

SOURCE: BOSTON COLLEGE CENTER ON WEALTH AND PHILANTHROPY

*Why You
Should Care...
Continued*

Aging Population

- 2021 – US Population grew by just 0.1%*
- 1 out of every 100 elderly has died due to Covid-19
- Decline in Immigration**

* [Washington Post](#)

** [US Census](#)

Preparing for the Unknown

- Covid-19 Impact
 - Workforce
 - Budget
 - Revenue
- Aging donors
- Known revenue

*“ Dead people, through their estate,
give away more money year after year
than all U.S. corporations combined.”*

-Andy Robinson

Poll 2

What is the Most Common Type of Planned Gift?

1. Charitable Lead Trust
2. Retirement Assets
3. Bequest
4. Real Estate

Different Gift Vehicles

Bequests

- Will, Codicil, or Trust
- Donor can bequeath
 - Fixed Amount (ex: \$10,000)
 - Percentage (ex: 2% of the estate)
 - Percent of the Remainder (ex: Up to \$5 million split between kids and remainder goes to charity)
- 9 out of 10 planned gifts are bequests

Beneficiary of An Asset

- Retirement Asset
 - Required Minimum Distribution
- Life Insurance
- Donor Advised Funds
- Stocks

*Different Gift
Vehicles...
Continued*

Life Income Gifts

- Charitable Gift Annuities
- Charitable Remainder Trusts

Other

- Charitable Lead Trusts
- Tangible Assets
 - Real Estate
 - Jewelry
 - Art
 - Collectibles

Why is This so
SCARY?



- Death
- Legacy –
 - Will anyone remember me?
- Insult someone
- Taxes
- Don't know all the answers

How to Build Up Your Confidence

- They care about this during lifetime, why won't they after they pass?
- How does the donor want to be remembered?
- How can you give the donor the opportunity to be the *Hero** in their journey

*Credit to Dr. Russell James

Recognize Opportunities

- I'm retiring
- I just had my first child
- I just had my first grandchild
- I'm downsizing
- I'm selling my business
- I'm updating my estate plans
- I'm thinking about what I've accomplished in my life
- This organization is one of the most important things in my life
- I'm meeting with my Trusts & Estate lawyer

How to Bring Up Planned Giving

Open-Ended Questions

- Have you ever thought about how you want to be remembered?
- Have you ever thought about leaving a lasting legacy to XYZ organization?
- I know you care so much about the mission to..., do you ever think about what kind of impact you want to leave behind on this mission

Share Stories

- I was just talking to another longtime donor, and we were having a lovely time together and they told me they just left XYZ organization in their will. Have you ever considered doing something like that?

Good Planned Giving Prospects

The New York Times

96-Year-Old Secretary Quietly Amasses Fortune, Then Donates \$8.2 Million

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Sylvia Bloom, a legal secretary from Brooklyn, worked for the same law firm for 67 years while quietly amassing a fortune. In her will, she left more than \$8 million for college scholarships.

- Long-term donors, volunteers and employees
- Age – 60+
- People with no spouses, no children
- Monthly donors
- Women (more charitable than men)

* [NY Times](#)

Planned Giving Program

Marketing

- Multiple messages
- Education
- Share stories
- Pledge Cards
- Tax Acknowledgement Letters

Stewarding

- Legacy Society
- Newsletters
- Special benefits at events
- Pin
- Annual communication

*Don't forget
documenting
donor intent!*

Key Takeaways

1. A planned gift is a meaningful, well-thought through charitable gift that can be gifted during lifetime or after their passing
2. Bequests are the most common planned giving vehicle
3. You are lucky to be asking a donor to give a planned gift because you are allowing the donor to be a hero and be remembered by many
4. A planned gift will likely take multiple conversations, so one must be patient but send multiple messages to keep this on their mind

Questions??

Thank you!



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