

Planned Giving When That's Not All You Do

Suburban Chicago Planned Giving Council

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What is "Planned Giving"?

A planned gift is a specially structured major gift that is usually part of a donor's overall estate or financial plan.

- May be **revocable** or **irrevocable**
- Frequently provides financial benefit to charity in future, rather than currently
- Often is the largest gift a donor makes

In the beginning . . .

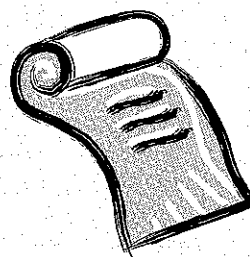
- Commitment of management
 - Component of overall development plan
 - Staff allocation
 - Budget
- Commitment of board
 - Enhances, rather than competes with, annual giving
 - Tools from PPP

In the beginning . . .

- Goals for years 1, 2, and 3
 - Activity - number of donor visits
 - Awareness - visibility of planned gift opportunities
 - Increase in expectancies
- Policies and procedures
 - Gift acceptance
 - Types of assets
 - Gift annuities
 - Trusteeship of charitable remainder trusts
 - Crediting/counting
 - Recording and tracking
 - Donor recognition

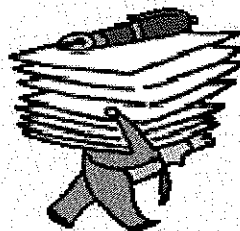
Technical Stuff – the basics

- Bequests
 - Specific
 - Percentage
 - Residuary
 - Contingent
- Benefits
 - Simplicity
 - Flexibility



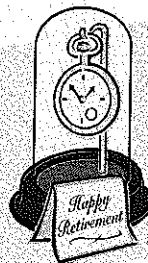
Technical Stuff – more basics

- Life Insurance
 - Charity as beneficiary
 - Contribute existing policy
 - Purchase new policy
 - Wealth replacement
- Benefits
 - Income tax deduction
 - Estate tax reduction
 - Financially painless



Technical Stuff – more basics

- More on life insurance
 - Implications for charities
 - Complex plans – ask for help
- Beneficial Designations
 - Life insurance
 - Bank accounts
 - Retirement plan assets – the biggie
 - U.S. Savings Bonds – the forgotten

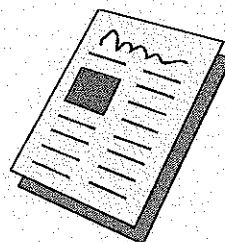


Who are you going to talk to?

- Age (but be careful about assumptions)
- Longevity of relationships
- Types of engagement (alumni; volunteers; patients; families)
- Major donors (definition?)
- Highly customized cultivation process
 - Research
 - Open-ended questions
 - Understand motivations, concerns, objectives

Marketing for Not Much Money

- Existing publications
 - Newsletters, magazines, annual reports
 - Articles about people, not (just) techniques
 - Ads – LEAVE A LEGACY®
- Web site
 - Planned giving information
 - Suggested bequest language
 - E-mail link for contact
 - “Canned” planned giving sites



Marketing for Not Much Money

- E-mail messages
- Gift acknowledgments
- Events
 - Materials
 - Testimonials
 - Recognition
- Legacy Society



Marketing is Not Enough

- Personal Visits
 - Get to know loyal donors
 - Listen and learn
 - Include CEO and/or others
 - Begin to qualify and prioritize prospects
 - Develop a cultivation plan for each
 - ASK – Would you make the gift if we could show you how?

Stewardship

- Thank-you and appropriate recognition
- Continued engagement with organization
- Show impact of similar gifts
- Testimonials
- Introductions to like-minded people



You don't need to do it all

- Bequests, bequests, bequests
- Retirement plan designations
- “Have you considered providing for [our organization] in your estate plan?”
- Charitable gift annuities – options
 - Community foundations
 - Umbrella organizations
 - Commercial providers

Questions?



