


Developing a Volunteer Handbook for Legacy Giving - from Identification to Solicitation


Hampton Roads Gift Planning Council

James E. Connell FAHP, CSA
Connell & Associates
Charitable Estate and Gift Planning Specialists
www.connellandassoc.com

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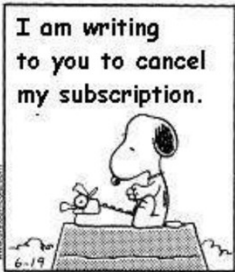
Snoopy and the IRS

Dear IRS,






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The "Silver Tsunami" is coming...is coming...is coming!!!!!!

☐ In 2030 – 72 million over age 65

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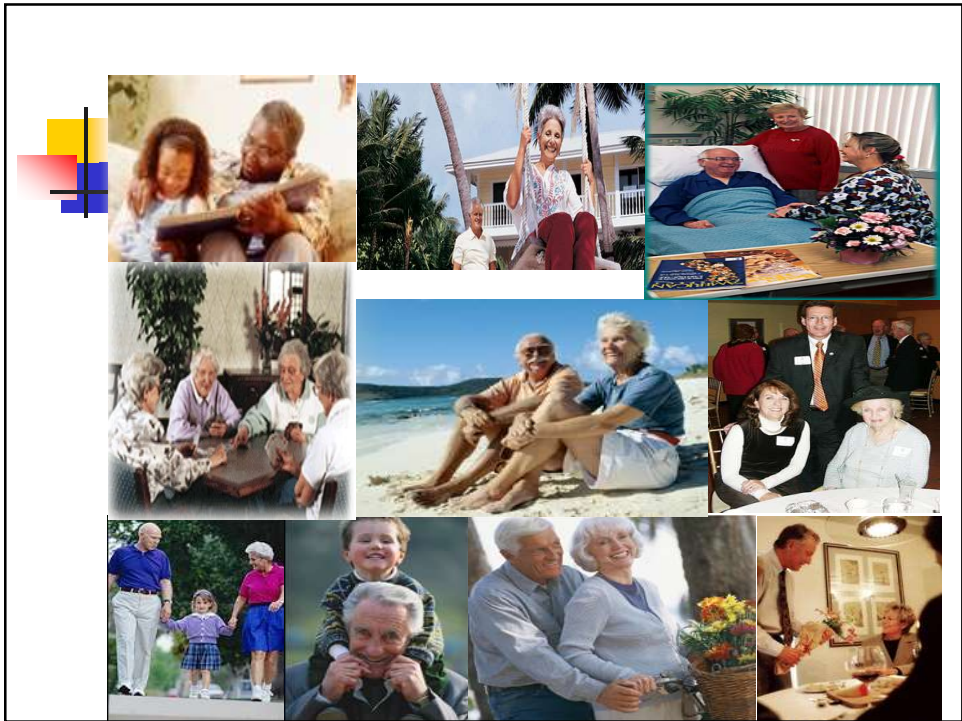
Woman leaves \$13,000,000 fortune to pet cat




Tommaso the Italian Cat, from the streets of Rome to a villa in Milan and Calabria

- “Without putting in the hard work of generating planned gifts - **90%** of donor mortality will simply result in lost current giving”
- Only **5.3%** of older Americans have made a charitable bequest commitment
- While **33%** are willing to consider such a gift
- (source: Russell James)


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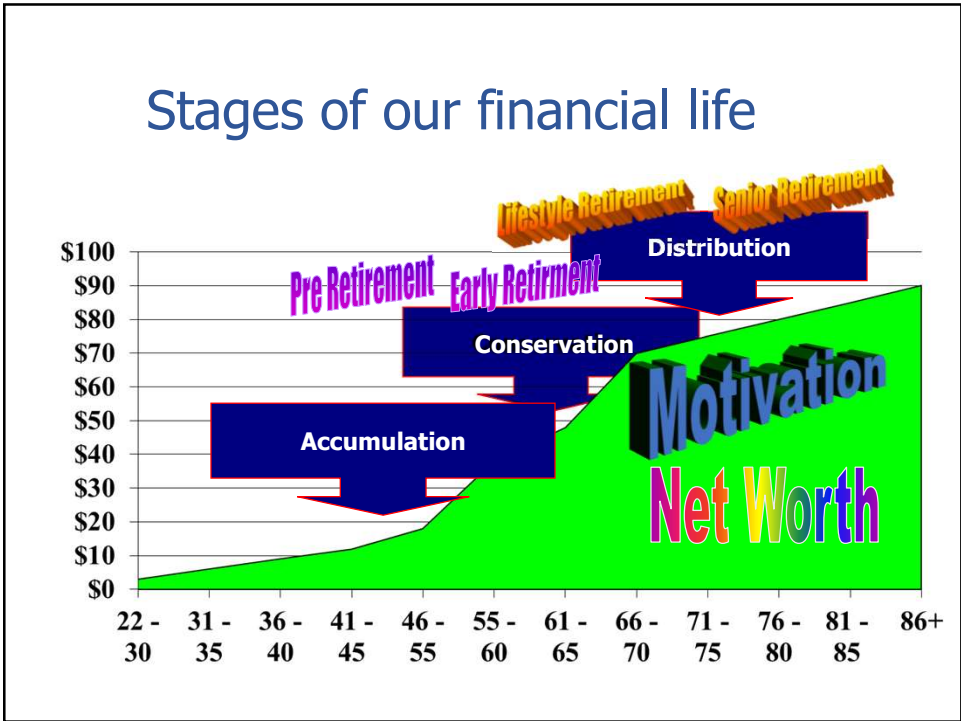
Demographic will drive charitable giving



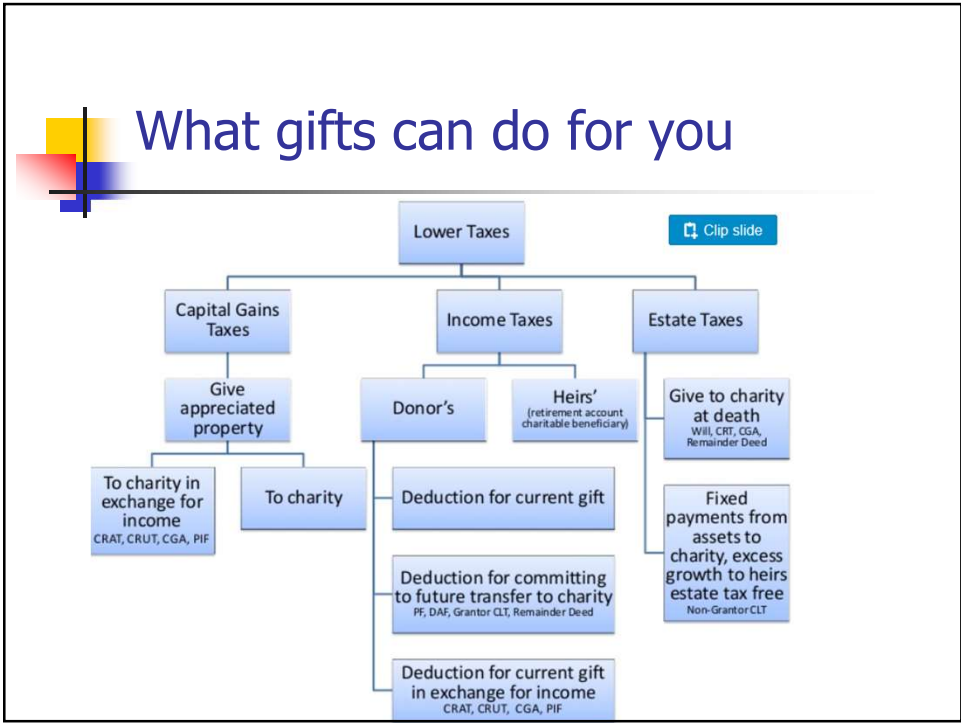
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- 80% of Americans engage in charitable giving each year
 - Only 5-6% of those over 50 have a charitable estate plan in place
 - Donors of \$500 or more - **only 1/10 have charitable bequest**
- 7-8% of taxable estates have a charitable plan/gift,
 - Fewer estates are subject to estate taxes. <2%
 - 2022 exempt amount for single person is \$12,060,000
- 13% of your loyal donors have a will with a charitable gift
- 35% have no will yet but would anticipate including a charitable bequest

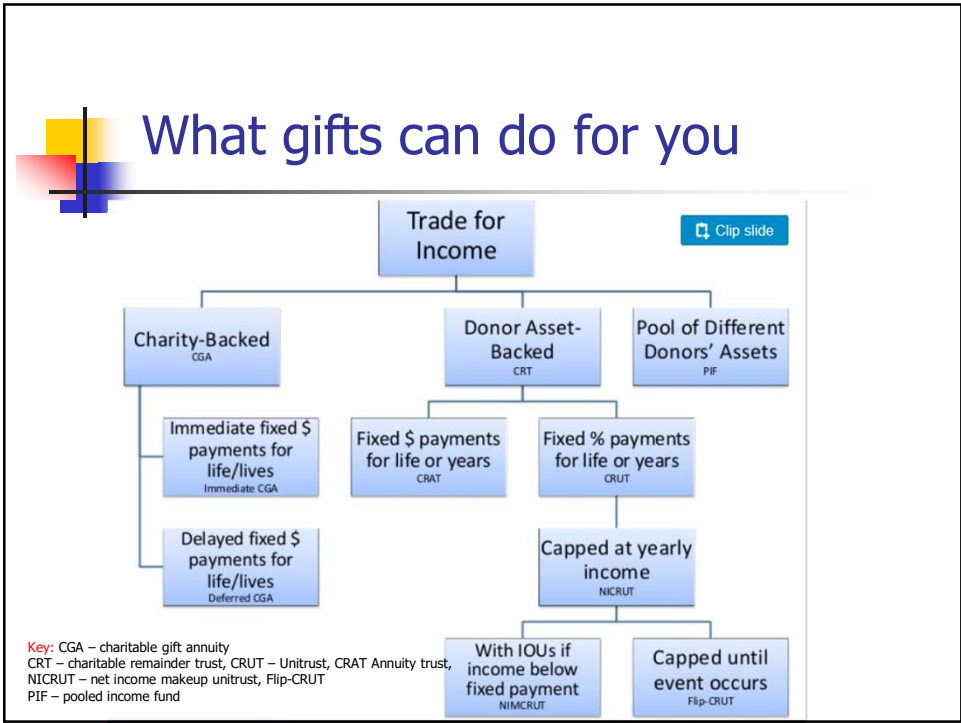
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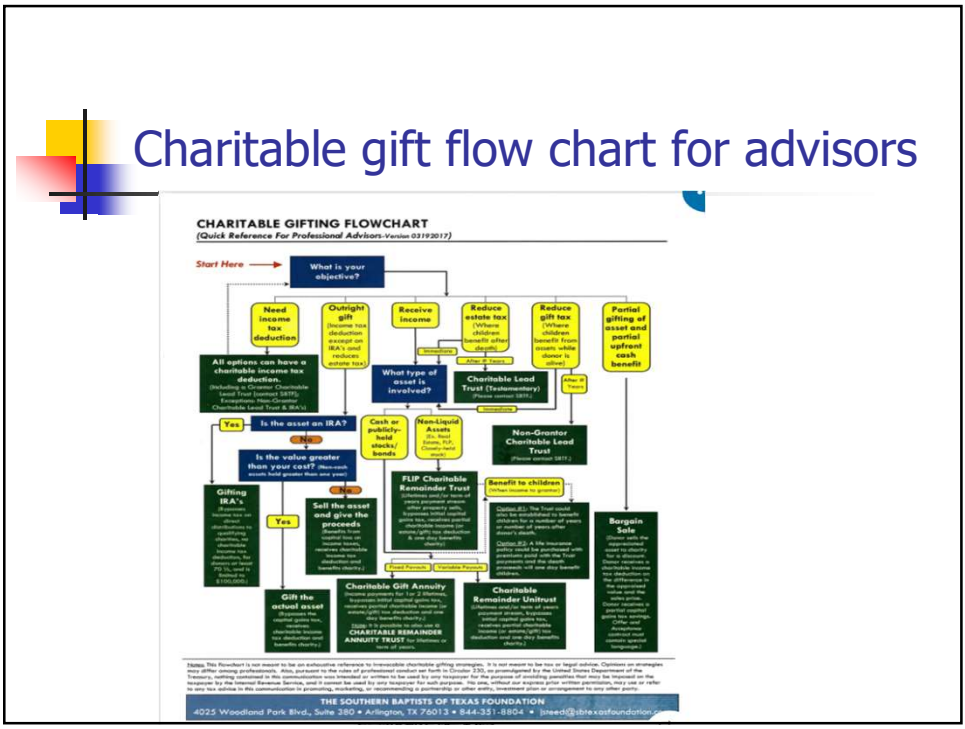


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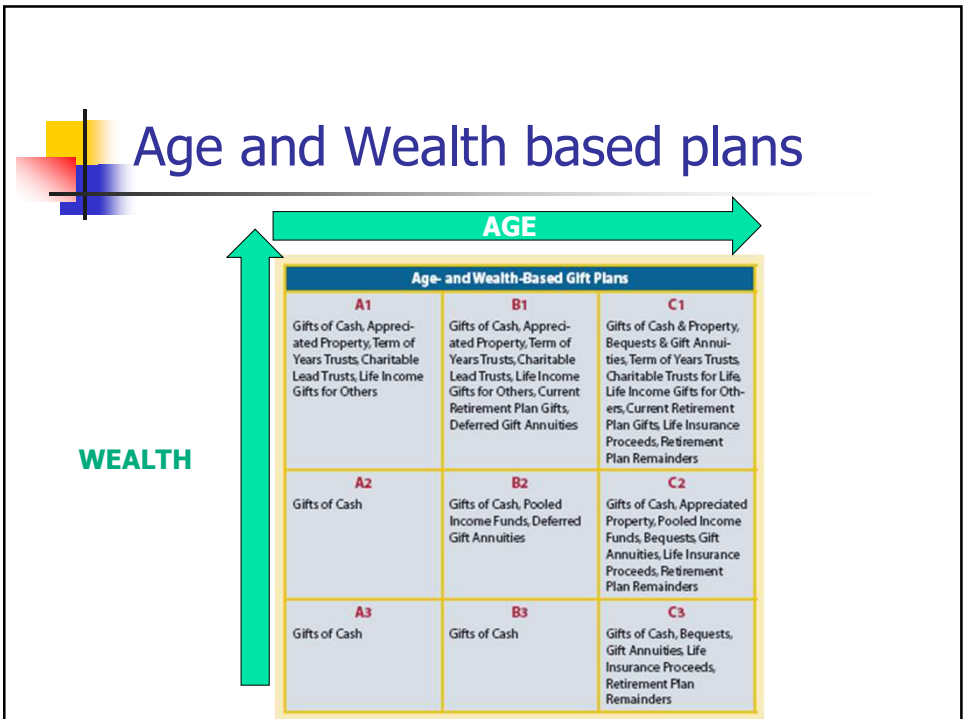
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Charitable gift flow chart for advisors

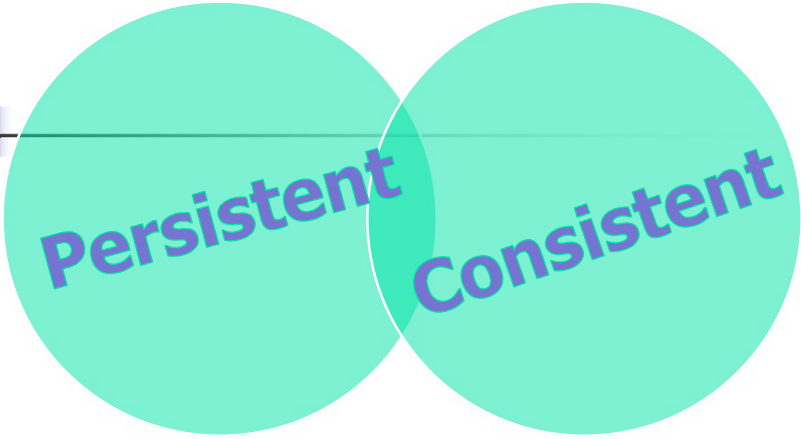



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Age and Wealth based plans




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"Legacy giving is a contact sport"

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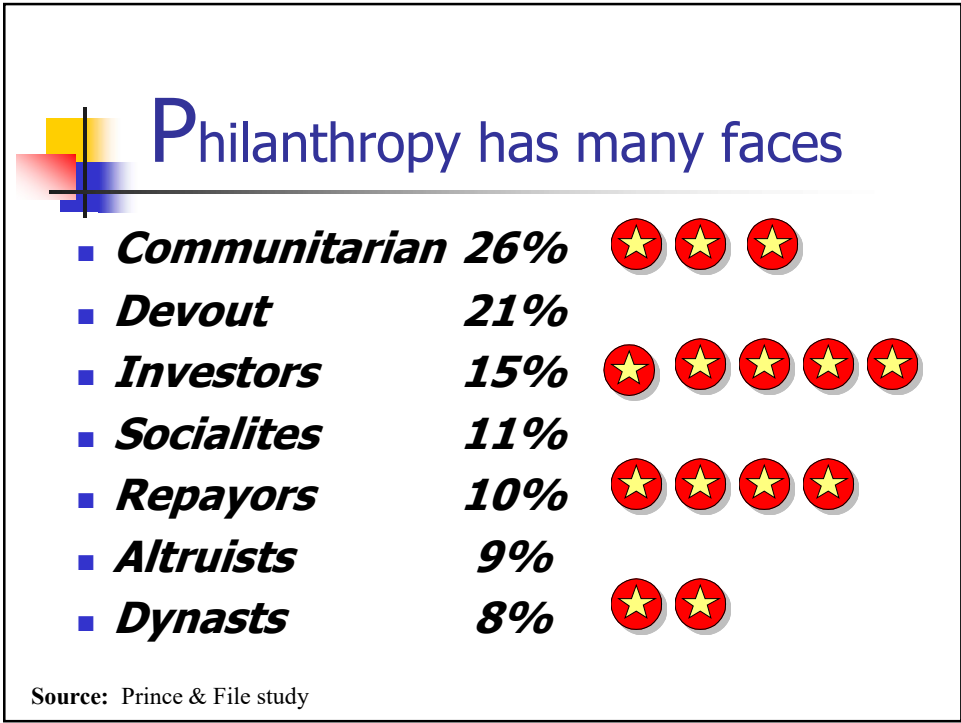
Philanthropy has many faces

- Each segment represents a characteristic and distinctive way a donor group approaches philanthropy
- A set of typical attitudes and beliefs
- A range of considerations
- A process of evaluation
- A style of involvement

"One set of motivations tend to dominate people's decisions"

Source: Prince & File study

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Non-profit gift planner's role



- Primary role is to help donors think through their charitable goals and to articulate their charitable objectives in the context of your non-profits mission.
- Not gift planner role - to determine the donor's competency or the appropriateness of the gift option in the donor's overall financial plan.
 - Team efforts predominate


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Why planned giving programs fail




- 2000 flyer from Retriever Development Counsel
 1. Lack of access to volunteer leadership
 2. Lack of focus
 3. Insufficient or unprepared staff
 4. Unrealistic expectations
 5. Goals born of ignorance or no goals
 6. Insufficient budget
 7. Lack of a donor friendly or donor centric program
 8. Resource conflicts

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Why planned giving programs fail



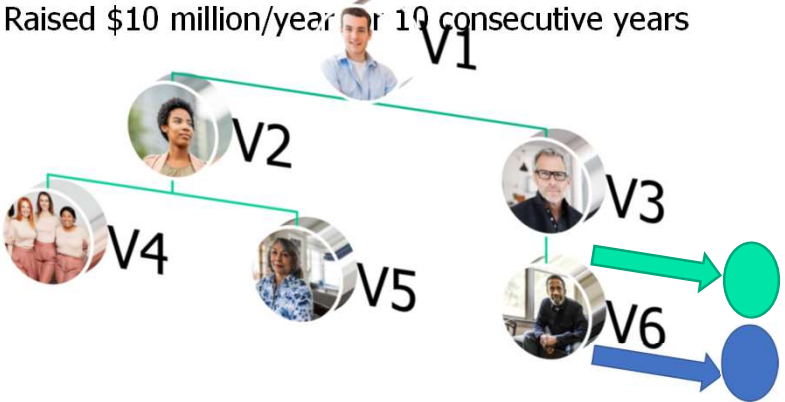
- 2000 flyer from Retriever Development Counsel
 1. **Lack of access to volunteer leadership**
 - PG is a team effort, no one person does it all
 - Board members, volunteers must be involved and help PG reach more prospects
 - PG connections often result from listening when people give you the clues to their thoughts and financial issues
 - Expanding the number of listeners is important for success
 - Today, cultivation of financial advisors is essential
 - Will have stronger relationships vs fund raising staff

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Gordon Caswell 1927 - 2005

- 40-year career in fund raising
- Laureate Award - *"Major Gift Fundraiser of Distinction"*
- Raised \$10 million/year for 10 consecutive years



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Volunteer categories

- Board members – current & former
- Volunteers involved in your mission
- Current PG donors – bequest & life income
- Professional advisors
 - Attorneys
 - Accountants
 - Investment advisors
 - Insurance brokers
 - Real estate agents
 - Trust officers




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Volunteer handy tips

- Interview for skills.
- Have open door policy.
- Embrace non-paid staff as equals.
- The greater the challenge – the greater the rewards.
- Create a structure for rewards.




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Volunteer handbook options

The Planned Giving Canvasser's Manual

"Tips for Successful Canvassing"



Beaufort Memorial Hospital Foundation

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BEAUFORT MEMORIAL HOSPITAL FOUNDATION
The Planned Giving Canvasser's Manual

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Volunteer handbook options

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What is different about canvassing for planned gifts	<ul style="list-style-type: none">• Traditional vs Legacy fund raising• Donor decision cycle
Indicator grid for building a prospect list	<ul style="list-style-type: none">• Linkage, interest, age, signs, values, ability

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Steps to a successful campaign

Canvasser's check list	Materials
<ul style="list-style-type: none">■ Prospect profile■ Commitment form■ Charity<ul style="list-style-type: none">■ "Facts at a glance"	<ul style="list-style-type: none">■ Legacy/Endowment brochure<ul style="list-style-type: none">■ Making a will & bequest wording■ Gifts of life insurance■ Charitable gift annuities■ Charitable remainder trusts■ Charitable giving plans

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Steps to a successful campaign

Possible questions to anticipate

- I have family, not really a candidate.
- What can I do to leave money to charity but want to make sure my family is looked after.
- I don't have any extra money.
- I give my time as a volunteer and don't feel I have to give money too.
- My spouse is retiring, and we don't know how much money we'll need.

Suggested responses

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Steps to a successful campaign


Possible questions to anticipate

- Where do my dollars go once the donation has been received?
- I would like to designate my gift.
- What recognition will I get?
- I would like my gift a private matter.
- I would like to give land, artwork, jewelry, timeshare, etc.

Suggested responses

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Helpful hints when responding



Try to anticipate concerns or objections

Listen and make sure you understand clearly

Restate the concern then answer


If you can't answer that is OK

Never argue

React positively

Answer & convert objection into a reason for giving

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Ways to give


Outright gifts

- Cash
- Securities
- Personal property
- Real estate
- Bargain sales
- Life insurance
- Life estates

Life income agreements

- Gift annuities
- Charitable trusts
- Pooled income funds

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Ways to give

Other options

- Charitable lead trusts
- Gifts with asset replacement life insurance
- Retirement plan beneficiary designations
- Bequests

Contract to make a will

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Bequest arrangements


Bequests

- Specific bequest
- Percentage bequest
- Residue bequest
- Percentage of residue
- Contingent
- Bequest of retirement plan assets
- Bequest establishing a CGA, CRT or PLIF for beneficiaries
- Bequest of Donor Advised Fund

Charitable gift annuities

- 10 reasons why a donor should consider a gift annuity
- Immediate CGA rates for one and two life arrangements
- Deferred CGA sample rates for selected ages

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Final considerations

Legacy society verification form

Confidential summary report


- Demographic data
- Motivation for supporting charity
- Topics discussed
- Financial indicators discussed
- Documents left
- Other
- Outcome of meeting

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Legacy gifts challenge campaign

- Objective
 - Secure maximum number of documented legacy commitments
 - Provides annual support as a match
 - Time limited challenge
 - All commitments matched with formula amount



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Legacy gifts challenge campaign

The GW Legacy Challenge



You document your planned gift using the Legacy Challenge Gift Confirmation Form.

+



Legacy Challenge Match Funds (10% of the value of your planned gift up to \$10,000).

=




Immediate impact to your area of interest at GW.

x



Future impact with your planned gift.

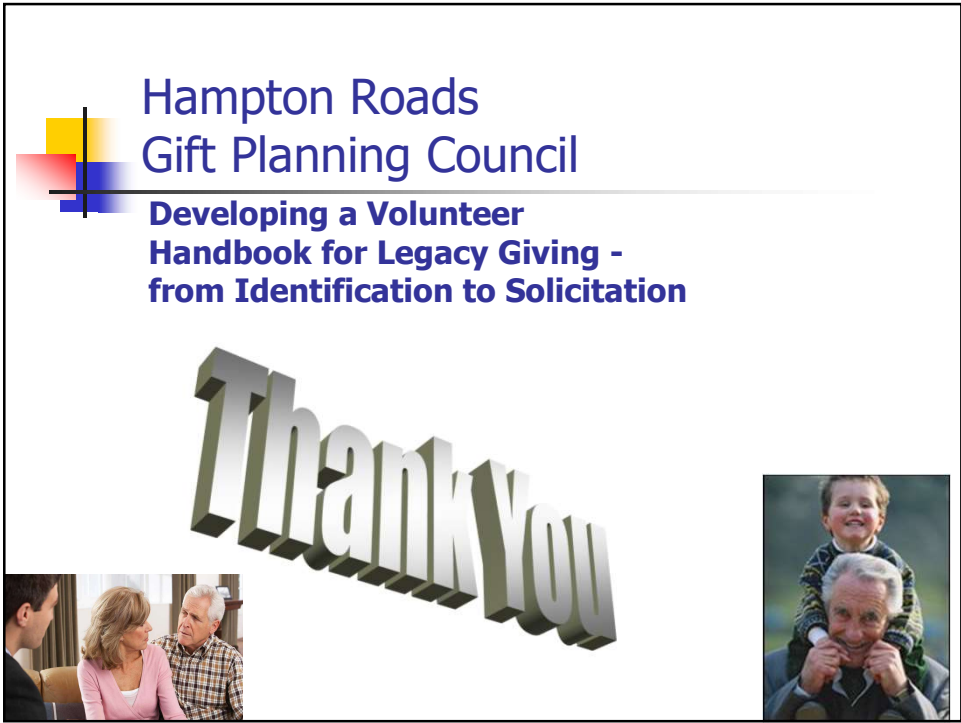
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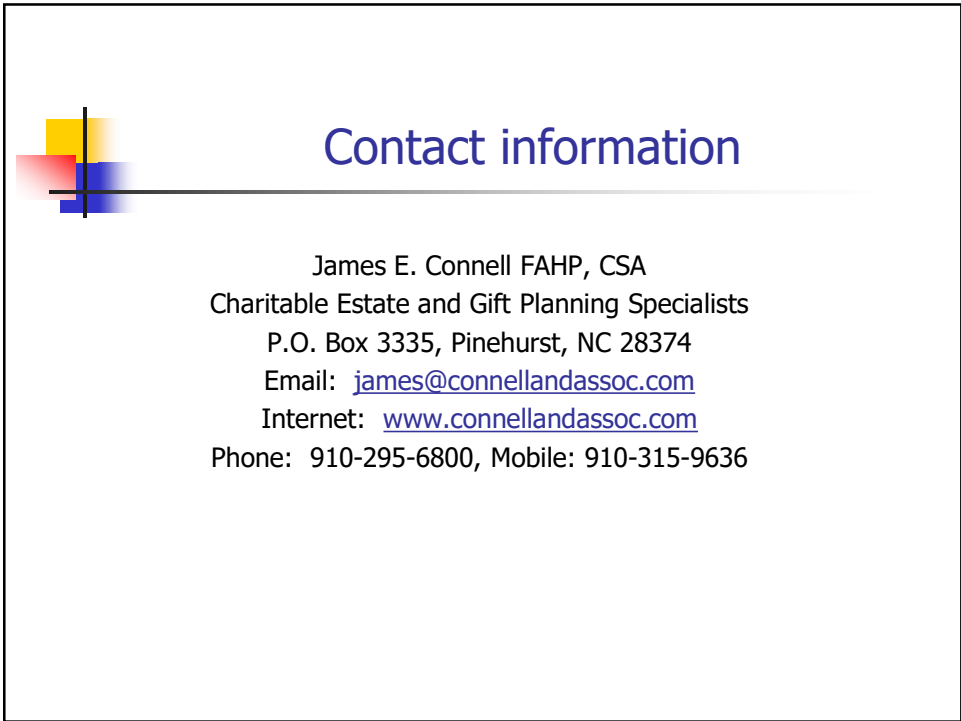
Samples of matching criteria

- **Mother Jones Legacy Society** - a donation equal to 10% of the expected value of your future gift will be made to Mother Jones right now in your honor...up to \$10,000/gift.
- **Planned Parenthood Federation of America** - Planned Parenthood organization(s) you designate will receive a grant of 10% of the value of your future gift right now, up to a maximum grant of \$25,000. Any anonymous amounts received a \$1,000 match.
- **George Washington University** – used a 10% match up to \$10,000/gift cap. Provided donor designation of the legacy challenge match to existing funds only.
- **Agricultural Stewardship Association** – the Association received a set amount of \$500 for each bequest commitment up to a total match total of \$15,000. No percentage of value matching gifts.
- **Community Foundation of Holland/Zeeland** – to increase their community endowment from estate gifts, matched bequest which had a \$200,000 minimum commitment amount at 5% in an estate commitment, limited to first 100 donors.
- **Heifer International** – 10% up to \$10,000, campaign ends December 31, 2020
- **Gallaudet University** - Macfadden Legacy Challenge only for alumni, former students age 50 and older, \$1,000 per planned gift, limit \$25,000 total.

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