Planned Giving Made Easy

2022 Practical Planned Giving Conference
September 19, 2022

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Where does generosity come from?

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Diversifying Revenue through Sustainer and Planned Giving

"Many nonprofits mistakenly believe that corporations and foundations comprise the bulk of charitable giving, but overwhelmingly, individuals/ households are the biggest source." –Giving USA, 2018

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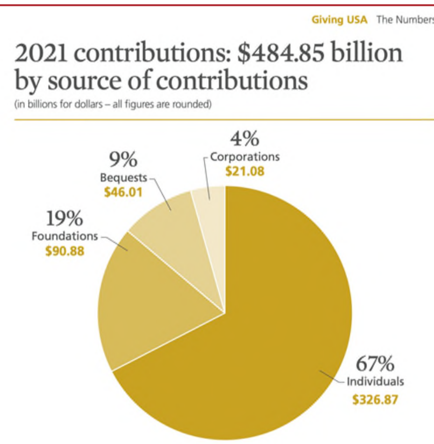
Why Planned Giving?



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Giving USA, 2022

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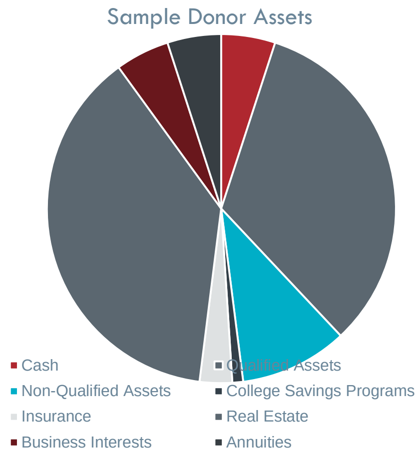
Why Planned Giving?

An estimated 3-5% of the average donor's total assets are held in non-qualified cash



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What is a Planned Gift?

Any major gift, made in lifetime or at death as part of a donor's overall financial and/or estate planning.

By contrast, gifts to the annual fund or for membership dues are made from a donor's discretionary income, and while they may be budgeted for, they are not planned.

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What is a Planned Gift?

1. *Outright gifts* that use appreciated assets as a substitute for cash, such as stock
2. *Gifts that return income or other financial benefits* to the donor in return for the contribution, such as a charitable gift annuity or charitable remainder trust
3. Gifts *payable upon the donor's death from a will, trust, retirement account, or insurance*

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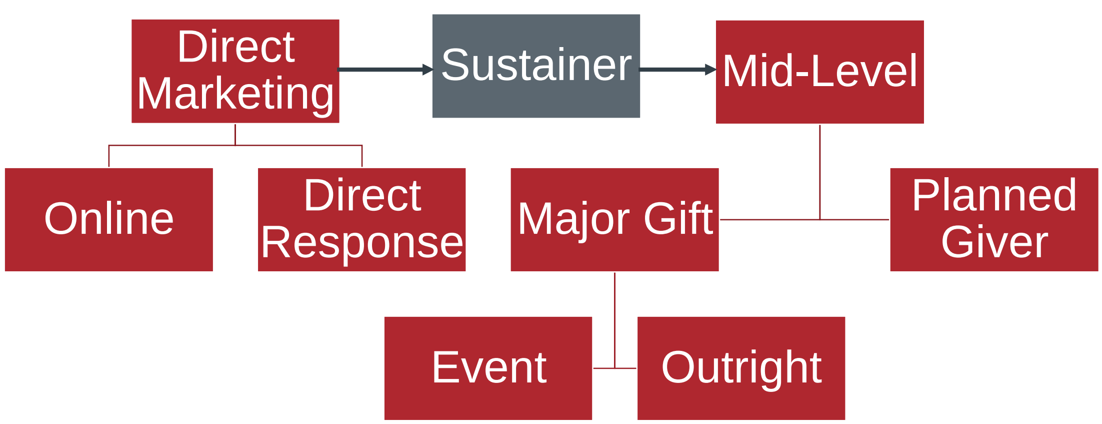
Who are Planned Givers?



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Cultivating, Soliciting and Stewarding Planned Gifts is about building relationships

It is just at easy to remove someone from a will or trust as it is to add them.

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Is Planned Giving Complicated?

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Basic Planned Giving Program

Cultivation • Establish a Legacy Society	**Solicitation** Passive • Adding language to existing marketing material • Adding information on website
Stewardship • Continually adding value • Retaining commitment	**Systems** • *Updating Gift Acceptance Policy** • Acknowledging new commitments • Tracking commitments • Reconciling commitments with finance at time of gift • Reconciling commitments with finance at death

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*gifts accepted will vary depending on depth of program

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Intermediate Planned Giving Program

Cultivation • Identify a lead donor/gift • Identify additional potential donors on file	**Solicitation** Active • Engage lead donor to be ambassador of program • Work to set meetings with identified donors to gauge interest (soft sell) • Leverage resources like Crescendo
Stewardship • Continually adding value • Retaining commitment	**Systems** • *Updating Gift Acceptance Policy** • Acknowledging new commitments • Tracking commitments • Reconciling commitments with finance at time of gift • Reconciling commitments with finance at death

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Advanced Planned Giving Program

Cultivation	Solicitation
• Planned Giving Website • Planned Giving Newsletters • Planned Giving solicitations/appeals	Actively Engaged • Actively soliciting planned gifts in donor meetings • Seminars for donors on will/trust/estate planning • Building relationships with Centers of Influence
Stewardship	**Systems**
• Continually adding value • Retaining commitment	• *Updating Gift Acceptance Policy** • Acknowledging new commitments • Tracking commitments • Reconciling commitments with finance at time of gift • Reconciling commitments with finance at death

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Case Study
Basic Planned Giving Program

- Small religious organization – Your Local Church, Synagogue, Mosque
  - Has a loyal sustaining, mid-level, and/or major giving donor base
  - Has an aging donor base
  - As a skilled ED or DD to manage program when a gift notice is received
  - **Establish systems to manage program's reporting and financial procedures**
  - Include one sentence in weekly bulletin about including organization in will/trust
  - Write one article a year for a newsletter about someone who has included the organization in a will/trust.
  - Include information on how to include organization in will/trust on website under "Ways to Give"

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Case Study
Intermediate Planned Giving Program

- RaiseUp Families, Houston, TX
  - Has a loyal sustaining, mid-level, and/or major giving donor base
  - Has an aging donor base
  - Generating 1MM or more in annual revenue
  - Has at least one FT Development Director to manage the marketing, cultivation solicitation, and stewardship of Planned Giving donors
  - **Establish systems to manage program's reporting and financial procedures**
  - Partner with Crescendo
    - Full Planned Giving Website
    - Marketing Materials/Newsletters
    - Campaigns
    - Team of experts at the ready

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Case Study
Advanced Planned Giving Program

- Mercy Home for Boys & Girls, Chicago, IL
  - Has a loyal sustaining, mid-level, and/or major giving donor base
  - Has an aging donor base
  - Generating 35MM or more in annual revenue
  - Has at multiple Philanthropic Advisors to manage the marketing, cultivation, solicitation, and stewardship of Planned Giving donors, as well as the management of gifts received to closure
  - **Establish systems to manage program's reporting and financial procedures**
  - Dedicated web team to create and host all original content
  - Creates all marketing materials in house

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How long will it be before this program starts bringing in money?

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How long will it be before this program starts bringing in money?

Gift Type	Realized Time Horizon
Appreciated Securities	1-6 months, once identified
QCDs from IRAS	1-6 months, once identified
Charitable Remainder/Lead Trusts	2-4 years
Bequests, Beneficiary Designations, Etc.	5-10 Years

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Considerations to Implementation

- Do it yourself
- Partner with Crescendo
- Outsource to an experienced professional
- Hire experienced staff

There are only so many hours in each day, so use them wisely!

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Andrew M. Grumet

Nonprofit Organizations Chair

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Nonprofit Organizations
Health Care
Academic Medical Centers
Faith-Based Health Care Organizations
International

Andrew partners with some of the largest multinational nonprofit organizations, foundations, mission driven companies, social entrepreneurs and philanthropists around the globe. For over 20 years, he has served as outside general counsel to numerous organizations providing practical and strategic advice. He has advised on some of the most significant transactions and projects, including, among others, structuring a variety of nonprofit/for-profit hybrids, impact investments, both social and development income bonds, one of the most historic art acquisitions in history, innovative incubator models, and some of the most widely seen cause marketing programs.

Recognizing that complex problems often require unique approaches, Andrew takes a collaborative multi-disciplinary approach to the clients he works with. His work with the Strategic Nonprofit Solutions team at Polsinelli exemplifies this approach and serves as a powerful value add to our work.

As an active speaker and media contributor, Andrew has been quoted in TIME magazine, The New York Times, The Wall Street Journal and The International Herald Tribune, among others. He serves as an Advisor to the Restatement of the Law of Charities and Nonprofits, a restatement that clarifies the law governing charities nationwide.

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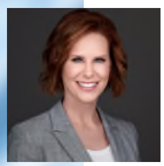

Angela Burgess

President, Broad Oaks

angela@broadoaksfundraising.com

Before starting Broad Oaks, I worked as Director of Philanthropy for Mercy Home for Boys & Girls, one of Chicago's oldest and most well-respected child services organizations. After building a high-performing philanthropy team and establishing metrics and expectations that cultivated long-term giving, I knew my greater purpose was to bring business acumen and creative tactics for more organizations. That's when I established Broad Oaks Consulting.

When I partner with an organization, my goal is to be a trusted advisor, someone who can help prioritize your many competing tasks and obligations. I always begin our process by getting to know you. What is going well? What are the challenges? What is your board asking of you? What will it take to get there? While the challenges NPOs face are often similar, your needs, dreams and aspirations are unique to you.

I take a holistic approach, setting realistic goals and expectations that will help achieve your big vision. I will guide you on your journey, one step at a time. We will identify solutions tailored to you and work alongside your team while we implement our approach. I'll use lessons learned from nearly 20 years in the for-profit wealth management and philanthropic industries, but I'm not in the business of developing cookie-cutter plans and campaigns for my clients.

Together, we will improve your strategic planning, revenue generation, and investment development. Plus, I know we'll have a lot of laughs and heart-felt moments along the way.

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PRACTICAL PLANNED GIVING CONFERENCE
SPEAKER EVALUATION

Date: ___________________ **Speaker:** ____

Name (optional): ____

Please rate the following:

	Excellent	Good	Neutral	Fair	Poor
I. OVERALL	5	4	3	2	1

Were your major objectives for this session met? Was the content of the session vital, timely, substantive?
Comments:____

II. RELEVANCE	5	4	3	2	1

Was the subject matter directly related to the requirements of your job?
Comments:____

III. VALUE	5	4	3	2	1

Do you believe the benefits of this session were worth the time, effort and cost?
Comments:____

IV. SPEAKER	5	4	3	2	1

How was their presentation style? Did the session move along at the right pace? Did they have appropriate knowledge on the topic?
Comments:____

V. MATERIALS	5	4	3	2	1

Were the materials clear and organized and appropriately helpful for the session?
Comments:____

Vi. What did you like the most about the session?

VI. Any suggestions to improve future sessions?

XII. How many years of gift planning experience do you have? _______