

# PLANNED GIVING IS ONLY A TOOL

Deborah Kaplan Polivy, Ph.D.  
CRESCENDO PRACTICAL PLANNED  
GIVING CONFERENCE  
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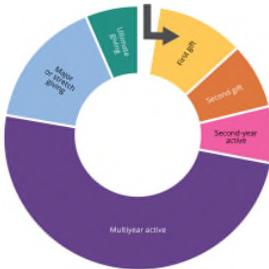
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## The Donor Lifecycle Map\*



\* "Donor Lifecycle Map" was published prior on [101fundraising.org](http://101fundraising.org) by Sarah Clifton.

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## What is planned giving?

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“I think the terminology of planned giving/gift planning has been around for so long now that people broadly have an understanding of what it means (though it means different things for different people . . . . Certainly with different outcomes).”\*

\*Amy Goldman, Senior Director of Gift Planning, Massachusetts Institute of Technology, email, January 2, 2020.

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**The outcome of the gift - not the tools - is the primary consideration and yet we tend to focus on the mechanism of gift making as opposed to what we are trying to achieve as far as the gift is concerned.**

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**What outcomes do you [your organization] want from a planned gift?**

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**Two models**

<p>"I give and bequeath to (name of organization) a not-for-profit corporation having its principal offices currently located in New York, NY, for its general purposes."</p>	<p>"Upon termination of the charitable gift annuity, the remaining principal will be used to support the Museum's Permanent Endowment Fund or another specified purpose you may have designated."*</p> <p><small>*<a href="http://www.ushmm.org/support/ways-to-give/planned-giving/options#">http://www.ushmm.org/support/ways-to-give/planned-giving/options#</a></small></p>
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**This workshop should provide**

1. Greater clarity of the words - "planned giving."
2. Recognition that planned giving is only a tool and not the outcome of the gift.
3. Awareness that it is the board's role to determine organizational gift preferences.
4. Realization that the easier that gift giving is for the donor to understand, the more contributions that an organization might ultimately receive.

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**Has your board addressed its objectives for these so-called planned gifts, e.g what to do with unrestricted bequests or the remainder of a CRAT?**

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**Planned giving is a set of tools that when used or implemented result in a gift. The question is – what kind of gift [outcome] does the organization prefer? A permanent endowment, a quasi-endowment or money that can be used as the organization sees fit at the time of receipt?**

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**Trustees are an organization’s “caretakers” and as such are “responsible for its present *and* its future . . . Too many trustees do not obligate themselves seriously enough to ensure a charity’s future.”\***

\*Douglas E. White, *The Art of Planned Giving*.

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**“Granular Thought”**

**It is the responsibility of staff and board members “to give the process a lot more granular thought than most do.”\***

\*Douglas White, email, March 18, 2020.

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**The Donor Determines**

but Doug White says that notwithstanding donor direction, some organizations "use the money right off."\*

\*Douglas White, email, March 18, 2020.

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**"By the end of this chapter [on Planned Giving], you should be able to:**

- 1. Define planned giving
- 2. Describe the operation of a range of planned giving vehicles
- 3. Describe donor motivation for offering planned gifts
- 4. Explain how nonprofits currently solicit planned gifts
- 5. Describe the role of stewardship and recognition in facilitating planned gifts
- 6. Describe the role of the board in soliciting planned gifts"

\*Adrian Sargeant, Jen Shang, and associates, Fundraising Principles and Practice, 2<sup>nd</sup> edition, 2017, p. 501.

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Goal of Life & Legacy Program  
of the Harold Grinspoon Foundation

**To Build Endowments**

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Language of the Harold Grinspoon Foundation  
Life & Legacy Program\*

- Gifts from your estate
- Gifts that you can give now
- Gifts that provide income

\*Harold Grinspoon Foundation, Create a Jewish Legacy, "Legacy Giving Options."

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### An Endowment

- quasi-endowment
- board directed
- restricted
- temporarily restricted
- permanent endowment
- perpetual endowment fund
- spendowment

There are multiple ways that an "endowment fund may be characterized or labelled . . . And in some cases these labels blur or may change over time."

David Chused, assistant vice president of institutional advancement, Brandeis University, email, April 24, 2020.

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### Chusid continues

"At any particular time the modifier that is used in tandem with the term endowment fund may vary depending upon the individual who is invoking the term. . . .

A 'true' endowment fund is established only when a donor makes a gift and specifically directs, in writing, that the funds are to be invested in perpetuity."

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**DUKE UNIVERSITY'S ENDOWMENT**

The mission of Duke University's endowment is to support the people, programs, and activities of the university in perpetuity. Over the years, growth of the endowment through investment return and charitable giving has enabled the university to provide scholarships and fellowships to students, build faculty excellence, launch new programs and research efforts, and support a wide range of important needs.\*  
Website, "Giving to Duke, Endowment Giving."

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**Have you communicated to your donors and potential donors the organization's preferences?**

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**And what about titles?**

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**Planned Giving Manager**

**Director of Planned and Major Gifts**

**Philanthropy and Gift Planning Advisor**

**Director of Planned Giving**

**Director of Planned Giving and Endowments**

**Director of Foundation Development**

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**Office of Philanthropic Impact**



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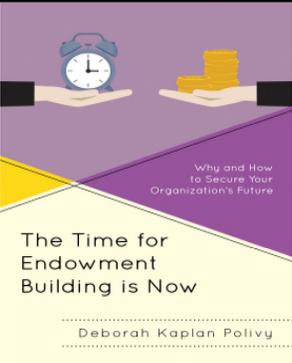
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**Deborahpolivy.com**  
**debpol@aol.com**

Why and How to Secure Your Organization's Future

**The Time for Endowment Building is Now**

Deborah Kaplan Polivy

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