



PPGC 2024
SAN DIEGO

**Transferring Your Values
Through the Transfer of
Your Valuables**

Jeremy Pharr, JD
Executive VP – Thompson & Associates

Crescendo
Integrated Marketing for Planned Gifts

1



THE 3'S OF CHARITABLE ESTATE PLANNING

3 TYPES OF DONORS

- About 70% give out of habit
- About 23% give based on emotion
- About 7% are strategic donors

3 GOALS OF CHARITABLE ESTATE PLANNING

- Taking care of your heirs
- Connecting lifetime values with end of life decisions
- Directing social capital

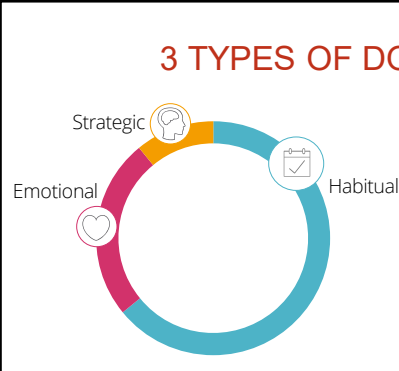
3 BUCKETS

- Heirs
- Taxes
- Charity



4

3 TYPES OF DONORS



70% Give Out of Habit

23% Give Based on Emotion

7% Are Strategic Donors

5

WHO IS A GOOD PLANNED GIVING PROSPECT

- People of all ages, but especially individuals 60-80
- Singles and Couples without children
- Singles and Couples with successful children
- Individuals who are fearful to leave a large inheritance to their heirs
- Individuals who do not believe their heirs need a large inheritance
- Business owners
- Anyone with appreciated assets
- Anyone with tax-deferred assets
- Anyone with a large estate (more than ET Exemption)



6

THE CARPENTER'S PLAN RESULTS

- 23 Churches, average of 25 planning units per church, median estate size is \$800,000
- When introduced to the concept of planned giving and then shown how they can do it within their objectives and assets, there is a dramatic shift in participation
- Less than 5% of participants with a current plan had included a charitable gift in their plan before The Carpenter's Plan
- 88% of participants included a charitable gift in their plan after The Carpenter's Plan



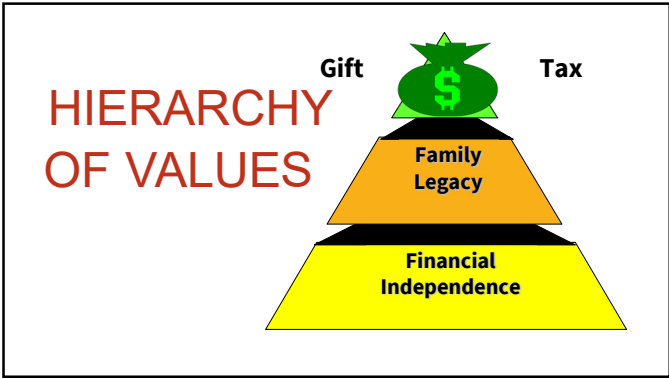
7

3 GOALS OF CHARITABLE ESTATE PLANNING

1. Taking care of your heirs



8



9

3 GOALS OF CHARITABLE ESTATE PLANNING

1. Taking care of your heirs
2. Connecting lifetime values with end of life decisions

PPCC 2024 10

10

CORRECTING THE ESTATE PLANNING DISCONNECT

If you had to give away a large sum of money, what would you do?

11

3 GOALS OF CHARITABLE ESTATE PLANNING

1. Taking care of your heirs
2. Connecting lifetime values with end of life decisions
3. Directing social capital

PPGC 2024

12

12

WHAT IS AN ESTATE?

An “estate” is everything an individual owns:

- Home
- Other real estate
- Bank accounts
- Investments
- Retirement benefits
- IRAs
- Insurance policies
- Personal effects

PPGC 2024

13

13

YOU HAVE TWO ESTATES

Total Gross Estate
Life insurance
Jointly owned property
Revocable Trust
Retirement accounts


Probate Estate
Personal possessions
Stocks and bonds
Real property
Business interests

Taxable Estate

PPGC 2024




14

14




TRANSFER TAXES

- Gift Tax
- Estate Tax
- Generation Skipping Tax
- “The Overlooked Tax” – Income Tax on IRD assets








15




THE 3 DEDUCTIONS FOR ESTATE TAX

1. Marital deduction
2. Estate tax exemption
3. Charitable deduction

16






THE 3 BUCKETS

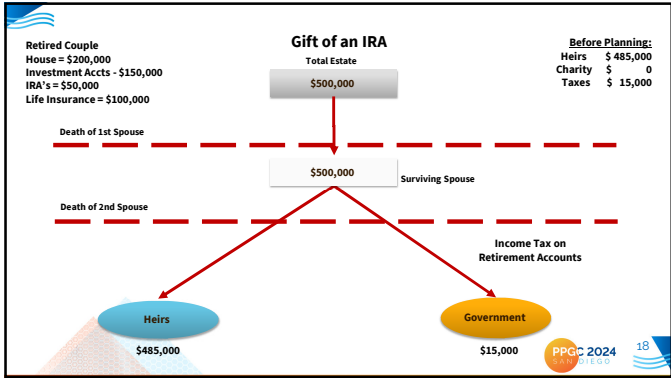
Heirs

Taxes

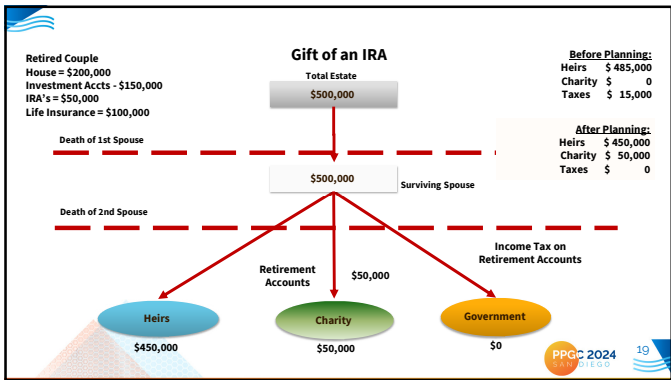
Charity

17



18



19



21
