Putting Your Planned Giving Advisory Council to the Test

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Why We Are Here Today

- Why do you need an Advisory Council?
- What can an Advisory Council bring to your program?
- How do you leverage your relationship?
- When do you call in the Cavalry?
- How do you find new resources and partners?

The Gift Planner/Our Story

Let's start at the beginning…

- Donor/Volunteer Dilemma
- Facts: $5 Million Dollar Universal Life Insurance Policy
  - What are the issues?

Our Story Continues

- Who Do We Consult?
  - Our players: Attorney, Life Insurance Analyst, Financial Advisors
  - The Stars Line Up…

Donor + Gift Planner + Advisor =

A Winning Combination

The Advisor/Advisors Add Value to Your Gift Planning

- Advisors Step Up and Lead: A Plan is Crafted
  - Information is gathered
  - Each Advisor lends his/her expertise
  - What does an Analyst/Life Insurance Consultant do?
  - Analysis takes place

Advisor's Valuable Insurance Resources

- CA Department of Insurance – an unlikely but critical partner?
- Regulatory Environment – Examining Facts and Senior Issues
  - Senior protections/designations (special rules for working with seniors & disclosures)

Pitfalls of Life Insurance Planning

- Life Insurance can be a good gift that appears deceivingly simple
- Make sure Premiums are Paid/Completion of Gift/Policy Loans
- Beware of CHOLI (Stranger/Investor Initiated Life Insurance)
- Don't forget about the Appraisal
- Our story ends with a happy ending…

A Successful Partnership & Leveraging Lessons Learned

- Identify core Advisors who do more than lend their name
- Present Advisors opportunities to be engaged in your organization
- Listen to Donor's needs and problem solve
- Create mutually beneficial partnerships in philanthropy
- Provide resources and referrals
- How an Advisor can "be" involved

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Concluding Remarks & Thanks

- Advisors come through
- Donor achieved desirable outcome/charity gets new gift
- Trust established between all parties, including charity
- New resources for donor and charity
- Strengthened relationships and engaged Advisors

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Questions?

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Professional Advisory Council

We invite advisors to join our Advisory Council, **Partners in Gift Planning**.

To become a member, we ask you to:

- Attend at least one Hospital event or tour per year
- Refer prospective legacy donors who are interested in supporting children's health at the Hospital or Stanford University School of Medicine
- Provide feedback to the Office of Gift Planning regarding our programs and strategies

In exchange for that commitment, we are happy to acknowledge you and your firm online and in our donor publications.

To find out more:

Contact Donna Bandelloni (Donna.Bandelloni@lpfch.org)

-or-

Visit SupportLPCH.org/Legacy and click "Professional Advisors"

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SENIOR INFORMATION CENTER

http://www.insurance.ca.gov/0150-seniors/

On this web page you will find the following:

- Alerts Advisories & Press Releases, Before You Buy Insurance, Health Plans, Calendar, Long Term Care, Information Guides, Glossary, Other Resources

- **AARP** – AARP is a membership organization leading positive social change and delivering value to people age 50 and up.

- **Attorney General's Bureau of Medi-Cal Fraud and Elder Abuse** – Provides information and resources regarding Medi-Cal Fraud and Elder Abuse.

- **California Department of Aging - The Health Insurance Counseling and Advocacy Program** – Offers consumer counseling on Medicare, Medicare supplement policies, HMOs and Long-Term Care Insurance.

- **California Department of Corporations – Seniors Against Investment Fraud (SAIF)** – Alerts and educates Californians over the age of 50 about investment and telemarketing fraud crimes.

- **California Health Advocates** – Provides advocacy and education for Medicare beneficiaries.

- **Centers for Medicare and Medicaid Services (CMS)** – CMS is a federal agency that administers the Medicare program.

- **County Welfare Directors Association of California (CWDA)** – CWDA is a non-profit association representing the human service directors from each of California's 58 counties.

- **Department of Managed Care/Office of the Patient Advocate** – Inform and educate consumers about their rights and responsibilities as health plan enrollees.

- **National Association of Insurance Commissioners (NAIC)** – Extensive insurance information for consumers and insurance companies including free consumer insurance guides and news headlines and alerts.

- **National Council on Aging – Benefits CheckUp** – Listing of federal, state, local and private programs that help pay for prescription drugs, utility bills, meals, health care and other needs.

- **State Bar of California – Seniors & the Law: A Guide for Maturing Californians** – General guide which covers subjects specific to seniors and the law.

- **USA.gov** – Official U.S. Government website for seniors.