



FOUNDATION & INSTITUTIONAL ADVISORS

Top 10 Best Practices for a Successful Planned Giving Program

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#10

Recordkeeping & Metrics for Success



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RECORDKEEPING AND METRICS FOR SUCCESS

Do you have detailed records?

Donor & Prospect Records	Funds Raised	Peace of Mind through Auditing
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RECORDKEEPING AND METRICS FOR SUCCESS

Who are your donors?

Who are your donors who give consistently?

Donation Amount		Number of Donors by Year				
Minimum	Maximum	2013	2014	2015	2016	2017
\$ -	\$ 99	1,349	950	959	1,057	1,002
\$ 100	\$ 499	313	273	298	272	246
\$ 500	\$ 999	21	28	28	26	24
\$ 1,000	\$ 499	35	35	36	36	36
\$ 5,000	\$ 9,999	5	5	7	7	9
\$ 10,000	\$ 24,999	3	5	1	9	4
\$ 25,000	\$ 49,999	2	-	-	2	2
\$ 50,000	\$ 99,999	-	-	-	-	1
\$ 100,000	+	1	-	-	-	-
Total Donated by Year		\$ 278,686	\$ 245,347	\$ 203,428	\$ 370,863	\$ 394,405

This chart is for illustrative purposes only and does not represent any specific organization.

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#9

Networking with Peers & Advisors



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NETWORKING WITH PEERS AND ADVISORS

Who is on your speed dial?



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#8

Marketing Plans & Materials



MARKETING PLANS AND MATERIALS

What is on the back of your business card?

- Your Mission
- Your Taxpayer ID#
- Sample Language

Please consider a bequest to CHARITY XYZ.

I, _____ (NAME) _____, of _____ (CITY, STATE, ZIP) _____ give, devise and bequeath to CHARITY XYZ (written amount of percentage of estate, written sum of dollars or description of property) for its unrestricted use and purpose.

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MARKETING PLANS AND MATERIALS

Do you have a marketing materials?

- | | |
|------------------|--------------------------------|
| Return Envelopes | Brochures Newsletters |
| Seminars | On-line Marketing Social Media |

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MARKETING PLAN

Do you have a marketing plan?



- Develop planned giving brochures
 - Vendor or in-house
- Determine constituency demographics
 - Analyze annual giving trends
 - Donor interests
- Develop prospect lists
 - First Tier: personal contact by Board Chair or Member
 - Second Tier: contact by Development Staff
 - Third Tier: General Mailings
- Determine method for immediate and on going recognition of donors

#7

Donor Relations & Prospecting



DONOR RELATIONS AND PROSPECTING

Do you know your donor?



#6

Articulating the Mission & Vision



ARTICULATING THE MISSION AND VISION

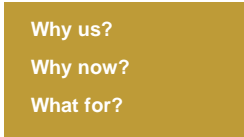
Are you confident in articulating the mission and vision?



Why us?

Why now?

What for?



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#5

Risk Management



RISK MANAGEMENT

Does the board and senior management understand the risk of a charitable gift annuity program?



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#4

Policies & Procedures



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POLICIES AND PROCEDURES

Do you have a gift acceptance policy?



Gift Acceptance Policy

- Be specific
- Gift Acceptance Committee
 - Gift Approvals
- Explain what is acceptable, what requires evaluation and what will not be accepted
 - Cash & Checks
 - Marketable Securities & Mutual Funds
 - Life Insurance
 - Real Estate
 - Collectibles
 - Tangible vs Intangible

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POLICIES AND PROCEDURES

Do you have a gift technique policy?



Gift Technique Policy

- A policy statement that encourages planned gifts has little impact.
- A policy statement that specifies only certain types of planned gifts has more validity.

POLICIES AND PROCEDURES

Do you have a recognition policy?



Recognition Policy

- Outright gifts vs Gifts by will
- Debut Society
- Bequest Society
- Giving Society

Reporting Gifts

- Guidelines for Reporting and Counting Charitable Gifts as recommended by the National Association of Charitable Gift Planners

POLICIES AND PROCEDURES

Do you have an investment policy?



Investment Policy

- A properly drafted investment policy will demonstrate to donors the nonprofit's fiduciary responsibility in managing charitable gifts.
- Defines the investment objective of each fund
 - CGA Reserve and Surplus
 - CRT
- Guidelines
 - Outlines asset allocation goals designed to limit risk and promote diversification
 - Identifies investment restrictions for CGAs
 - Invests the entire gift amount as recommended by the ACGA

#3

Strong Relationships with Senior Management & Staff



STRONG RELATIONSHIPS WITH SENIOR MANAGEMENT AND STAFF

Do you have a strong relationship with your CFO?



Strong Team Culture

- Budgeting and the impact of gift planning to the bottom line
- Software and Marketing
- Risk management
- Responsibilities of the charity to its donors
- Giving strategies
 - Major Gifts
 - Annual Gifts
 - Planned Gifts

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#2

Planned Giving Staff



PLANNED GIVING STAFF

Does your current program focus only on bequests?

Bequests Only

- Assigned to existing staff
- Limited budget
- In-house publications



Gifts sought:

Wills
Trusts (nonprofit is remainder beneficiary)

PLANNED GIVING STAFF

Has your program expanded to offer gift annuities?

Limited Offerings

- 1 FTE + an outside consultant
- Modest budget
- Direct mail
- In-house publications
- Seminars
- One-on-one with key donors



Gifts sought:

Wills
Trusts (nonprofit is remainder beneficiary)
Charitable Gift Annuities

PLANNED GIVING STAFF

Do you have a comprehensive planned giving program?

Full Service

- 5+ FTE staff with 5+ years experience
- Large budget
- Direct mail and in-house publications
- Luncheons and Seminars
- Website
- Organized solicitation program
- Outreach to professional advisors



Gifts sought:

Wills
Charitable Gift Annuities
Charitable Remainder Trusts (nonprofit is trustee and remainder beneficiary)
Other trusts where nonprofit is remainder beneficiary
Complex outright gifts
Complex estate gifts

#1

Board Leadership and Endorsement



BOARD APPROVAL AND ENDORSEMENT

Is your Board ready for Planned Giving?



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Closing Thoughts



BE SUCCESSFUL



- Learn to listen
- Find out what your donors want / need
- Show donors how they can achieve these objectives
- Salesmanship rule
 - *Find a need and fill it*
- Planned giving rule
 - *Planned gifts are not for everyone*

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