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

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	$ 199	313	273	298	272	246
$ 200	$ 499	82	93	75	65	80
$ 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	$ 203,328	$ 370,863	$ 394,405

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

#9

Networking with Peers & Advisors

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NETWORKING WITH PEERS AND ADVISORS

Who is on your speed dial?

Planned Giving Practitioners

Allied Professionals

Local Planned Giving Council

NCPGC

National Councils

CGP
ACGA
AFP

#8

Marketing Plans & Materials

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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.

MARKETING PLANS AND MATERIALS

Do you have a marketing materials?

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

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

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DONOR RELATIONS AND PROSPECTING

Do you know your donor?

Donor Relations

1 Cultivating the Planned Giving Donor

2 Educating the Planned Giving Donor

3 Designating the Planned Gift

4 On-going Communications

#6

Articulating the Mission & Vision

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ARTICULATING THE MISSION AND VISION

Are you confident in articulating the mission and vision?

Why us?
Why now?
What for?

#5

Risk Management

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RISK MANAGEMENT

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

Contractual Obligations

Mortality Risk

Investment Risk

Expense Risk

#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*

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

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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

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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?

Board Leadership	1 Creating a culture that values planned giving	2 Publicly endorsing
3 Identifying prospective donors	4 Leading by example	5 Standing Advancement Advisory Committee

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*

IMPORTANT INFORMATION

LEGAL, INVESTMENT AND TAX NOTICE:
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