

**1% PLEDGE: REACHING DIVERSE GENERATIONS
OF BEQUEST DONORS**
NORTHERN CALIFORNIA PLANNED GIVING COUNCIL
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INTRODUCTION

PLEDGE 1% AS A MODEL

Pledge 1% is a global program to catalyze philanthropy for startups and other companies

- Created in partnership with Entrepreneurs Foundation of Colorado, Salesforce, Atlassian and Rally for Impact.
- Asks founders and employees to pledge 1% of future value of company as the main component.
- We are NOT affiliated with Pledge 1% but using some of the concepts to rethink impact of individual donors through nonprofit organizations.

THEMES THAT GROW OUT OF PLEDGE 1% MODEL



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- Being part of something that has impact
- Long-term sustainability
- Using organizational brand and mission to connect with individual beliefs and values
- Leveraging capital and resources to create a return on investment – long-term loyalty

COMMON GROUND



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- People want to be connected but not at cost of freedom, authenticity or power (Brené Brown, *Braving the Wilderness: The Quest for True Belonging and the Courage to Stand Alone*)
- Incremental pledges can create and build connection while allowing people to maintain control
- I pledge 1% of my gross estate to CHARITY.

CULTIVATING THE PLEDGE DONOR



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- Compel those who seek sustainability
- Connect those who want to give but are not major donor prospects right now
- Create path for donors who have family as part of an estate plan but still want to give

SPROUTING SUSTAINABILITY



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- Pledges and planned gifts lend themselves to longer-term goals and thinking
- Partnerships are better than solicitations
- Retention should be focused on the right people – those with both capacity and passion

CULTIVATE WITH "NEW" TOOLS



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- Use social media and donor passion to rally this group as a low cost way to show impact
- Incremental giving can be quantified to show why it is important
- Rethink the "Legacy Society"
- Rethink the "Planned Giving Donor"
- Stop and smell the roses – don't forget to just say thanks

NURTURING DONORS THROUGH PLEDGES



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- Non-binding intent to give
- Enforceable or Binding Pledge

CAUTIONARY TALES ABOUT PLEDGES

- Legally Enforceable
- Reputation Concerns
- Honoring Donor Intent

MATURE GIFT ACCEPTANCE AND RECOGNITION



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- Gift Acceptance Policies
 - Protect the Charity
 - Benefit the Donor
- Pledges would need to be addressed


