



NOW & LATER: LAUNCHING AND SUSTAINING A PLANNED GIVING PROGRAM

July 29, 2020



YOUR HOST

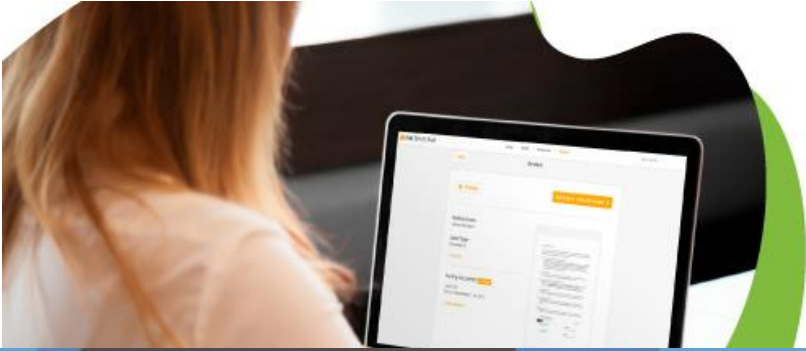


Liz Ragland
Customer Marketing Manager

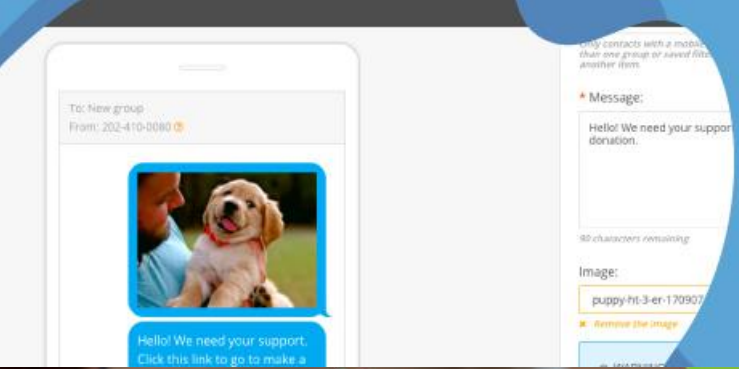
REMINDERS

- WE RECOMMEND USING HEADPHONES
- CHROME WORKS BEST
- SUBMIT QUESTIONS IN THE “QUESTIONS” BOX
- FOLLOWING ALONG ON TWITTER @NETWORK4GOOD
#NFGWEBINAR
- RECORDING AND SLIDES WILL BE SENT WITHIN 72 HOURS
- SPREAD THE WORD [NETWORKFORGOOD.COM/WEBINARS](https://networkforgood.com/webinars)

SIMPLE



SMART



FUNDRAISING SOFTWARE



YOUR PRESENTERS



Cindy Harris, CFRE
NFG Personal Fundraising Coach



Tom Giddens, CFRE
NFG Personal Fundraising Coach

AGENDA

General overview of planned giving options

Smart techniques to identify your top planned giving prospects, beyond date of birth

How to set up and promote your planned giving program

How to make a planned giving ask

How to manage Planned giving in your platform



I want to be sensitive to the times.

Is now *really* the right time to be asking for planned and/or legacy gifts?

Percentages by gender and age

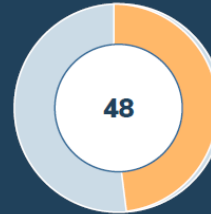
COVID 19'S IMPACT ON PLANNED GIVING

BEQUESTS ↑↑↑

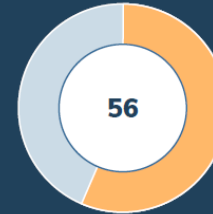
- BEGINNING IN MARCH 2020, GOOGLE SEARCH TRENDS SHOWED AFTER HAND SANITIZER AND TOILET PAPER, INTEREST IN ESTATE PLANNING WAS AT AN ALL TIME HIGH
- UP 450% IN **ALL AGE GROUPS** OVER LAST YEAR AT THIS TIME

DUE TO THE HIGH MORBIDITY RATES OF COVID 19

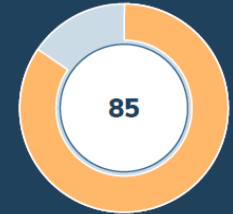
- INDIVIDUALS FEEL THEY SHOULD HAVE ESTATE PLANS IN PLACE – JUST IN CASE
- DONORS HAVE MORE TIME TO TACKLE THINGS LIKE ESTATE PLANS



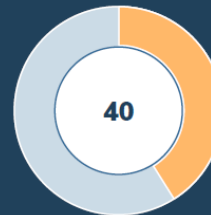
Men, 20-45



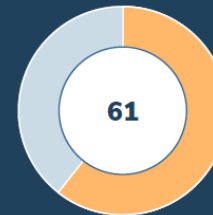
Men, 46-60



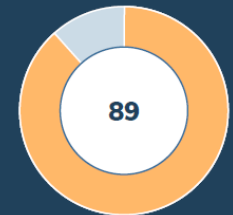
Men, 60+



Women, 20-45

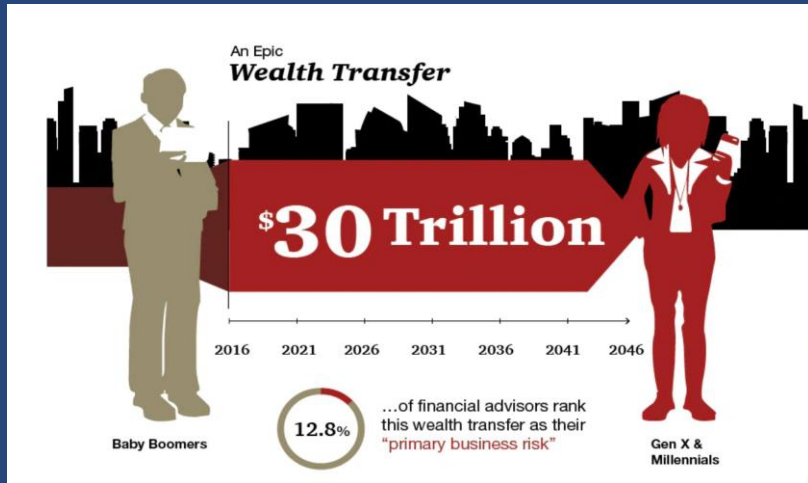


Women, 46-60



Women, 60+

Impact analysis: Who's ready?



YOUR PIECE OF THE PIE

The BEST way to insure your organization will be here for future generations is through a well developed and well executed Planned Giving program.

A planned giving program provides donors a choice of various assets to donate, which in turn allows your nonprofit to weather any storm you may encounter.

However, the financial impact is NOT immediate and requires long term attention – gifts may take longer to secure and years of continued cultivation.

GENERAL OVERVIEW OF PLANNED GIVING OPTIONS

Beneficiary Designations

Bequests by Will

Specific Amount, % of gross estate, % of residue

Life Income Agreements

Charitable Gift Annuity, Charitable Remainder Trust

Charitable Lead Trust

Life Estate Contracts

SMART TECHNIQUES TO IDENTIFY YOUR TOP PLANNED GIVING PROSPECTS, BEYOND DATE OF BIRTH

How can you identify your best planned giving prospects?

Using a Group (Cluster) Profile

Using individual characteristics in your own a predictive formula

SMART TECHNIQUES TO IDENTIFY YOUR TOP PLANNED GIVING PROSPECTS, BEYOND DATE OF BIRTH

Group (Cluster) Profile: Clusters of characteristics are used by wealth screening services to identify planned giving prospects for each of the three major types of planned gifts. These clusters are built around the following seven characteristics.

<u>CHARACTERISTIC</u>	<u>TYPE OF PLANNED GIFT</u>		
	<u>BEQUEST</u> (90%)	<u>CGA</u> (5%)	<u>TRUST</u> (5%)
AGE	40+	60+	50+
ASSETS	UNDER \$5M	UNDER \$5 M	\$5M PLUS
GIVING PATTERN	CONSISTENT	CONSISTENT	INCONSISTENT BUT HIGH
HOME OWNERSHIP	YES	YES	YES, VERY EXPENSIVE
HOUSEHOLD INCOME	UNDER \$200K	\$200-250K	\$250K PLUS
LOYAL CONSTITUENTS	YES	YES	NOT NECESSARILY
VOLUNTEERS	YES	YES	MAYBE

SMART TECHNIQUES TO IDENTIFY YOUR TOP PLANNED GIVING PROSPECTS, BEYOND DATE OF BIRTH

Limitations of Group (Cluster) Profile

- Cost: due to the need to use external databases and electronic services
- Static: limited to one-time annual use
- Incomplete: lacks some key predictive characteristics
- Failure to identify: 50% or more of an organization's planned giving prospects

SMART TECHNIQUES TO IDENTIFY YOUR TOP PLANNED GIVING PROSPECTS, BEYOND DATE OF BIRTH

Group (Cluster) Profile Alternative

A predictive multi factor formula which can be used to create and set up a report or filter which can identify the top 10% or more of your planned giving prospects

SMART TECHNIQUES TO IDENTIFY YOUR TOP PLANNED GIVING PROSPECTS, BEYOND DATE OF BIRTH

What individual characters could be used to create a predictive formula?

Possible Characteristics (Listed Alphabetically) N = 14

- Age
- Belief in the mission
- Charitable giving to other organizations
- Children in college
- Desire to make a major gift
- Grateful constituent (program participant, services recipient)
- Giving frequency (monthly donors, consecutive years of giving, number of gifts)
- Home ownership
- Household Income
- Loyal Constituent (volunteer hours, email opens, event ticket purchases)
- Marital Status
- Net Worth
- Number of children
- Retirement status
- Use of financial and legal counsel

What five (5) characteristics would you use?



SMART TECHNIQUES TO IDENTIFY YOUR TOP PLANNED GIVING PROSPECTS, BEYOND DATE OF BIRTH

Five Most Predictive Characteristics (in rank order)

- Giving frequency (monthly donors, consecutive years of giving, number of gifts)
- Loyal constituent (volunteer hours, email opens, event ticket purchases)
- Grateful constituent (program participant, services recipient)
- Number of children
- Marital status

You can create your own formula and filter/report

HOW TO SET UP & PROMOTE YOUR PLANNED GIVING PROGRAM



9 STEPS TO DEVELOPING A PLANNED GIVING PROGRAM

If you build it....they will come. Nowhere is this truer than in the field of planned giving!

So just how do you build a winning planned giving program for your organization?

1. Get Board Buy In and Approval
2. Identify Staff to Manage the Program
3. Create a Planned Giving Case Statement
4. Prepare Gift Acceptance Policies and Guidelines
5. Create a Plan for Engagement: Use the NFG Legacy Giving Engagement Series
6. Market the Program: Evergreen social media posts, email solicitation postscripts, and email signature CTAs
7. Track your Gift Intents and Realized Gifts
8. Create a Donor Recognition and Stewardship Plan and THANK your donors in a meaningful way.
9. Engage a professional planned Giving Consultant for the complex gifts (if needed)

**PLANNED GIVING
TOOLS**

**E-GUIDES &
ENGAGEMENT STREAM**

[Legacy Gifts eGuide](#)

[Planned Giving Engagement Stream](#) – Sample Docs

Various Email Solicitation & Outreach

Planned Giving Options & Ways to Include us in your
Estate plans

Legacy Society Acknowledgement Letter

Planned Gift Intention Form



I want to be sensitive
to the times.

How do I word my
asks?

BEQUESTS

EMAIL SIGNATURES & EMAIL POST SCRIPTS

Email Signature “Legacy gifts are important to our future planning. Please consider leaving us in your will or estate plans. Click here for more information [insert website URL].”

Email Post Script “P.S. Legacy gifts are important to us, please consider us in your will or estate plans. If you have already provided for us, please let us know! We’d like to welcome you into our Legacy Society.”

BEQUESTS

SOCIAL MEDIA POSTS 2 OPTIONS



“Creating a will allows you to support the people and causes that have had the biggest impact on your life. [INSERT YOUR ORGANIZATION’S URL HERE].”

“There’s an easy way to make a powerful impact on the lives of all of [INSERT YOUR INFO]— without paying anything today. [INSERT YOUR ORGANIZATION’S URL HERE].”

GIFTS FROM IRA

SOCIAL MEDIA POSTS 2 OPTIONS



Are you 70.5 or older? Do you have a traditional IRA? If you answered yes to both questions, there's a smarter way for you to give and save on your tax bill: make a gift to [INSERT ORG NAME] directly from your IRA, known as a Qualified Charitable Distribution (QCD) and give a powerful gift to support transitioning veterans and hard-hit communities! Get started today: [INSERT URL]

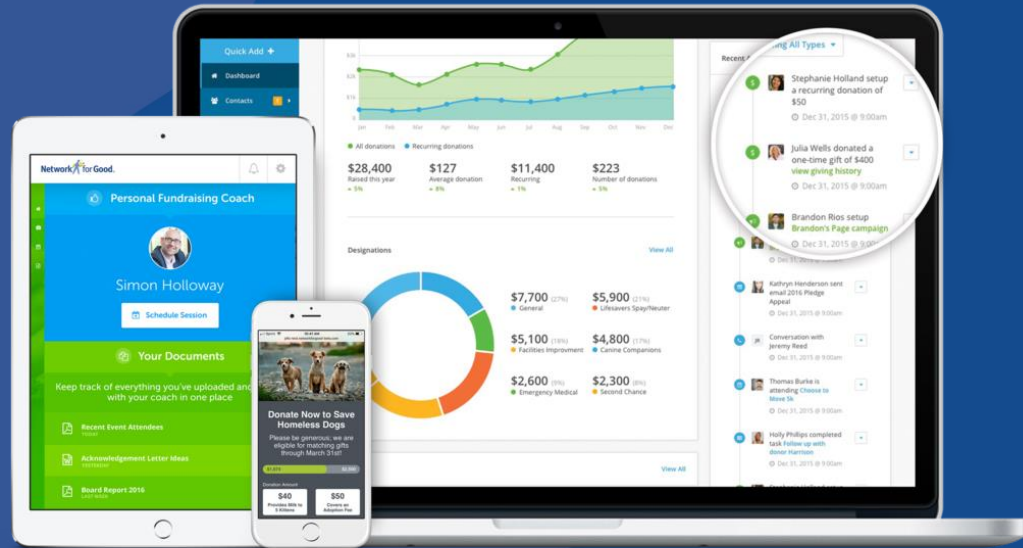
Want to make a more powerful gift towards [INSERT YOUR MISSION]? Consider making a tax-free donation to [ORG NAME] directly from your IRA. If you are 70 ½ or older, this could be your smartest gift yet! Learn more today: [INSERT URL]

HOW TO MAKE A PLANNED GIVING ASK

Seven Tips to Help You Talk to Donors About Planned Giving

1. Do your own estate plan first
2. Listen carefully for clues and make the right ask
3. Consider baby steps
4. Be sensitive to their timing
5. Explain in terms they can understand, preferably with a story
6. Consider including other family members in the plan
7. Paint a picture of the ultimate results

PRODUCT SPOTLIGHT



**I want to be sensitive to the times.
What is the best way to appreciate and
acknowledge planned and legacy donors?**



THE BEST WAYS TO THANK YOUR PLANNED GIVING DONORS

One of the main reasons people stop giving?

The lack of a gift acknowledgment. In fact, just 40 percent of charities properly thank their supporters.

You don't need to invest a ton of time or money to show appreciation to those who give to your cause. But getting this right is a vital step to turning one-time contributors into loyal supporters and boosting your nonprofit's bottom line for the long term.

Get to know your donors. The most important thing is to know who your donor base is and know what's appealing to them. For instance, some supporters don't want to be recognized publicly for their gift or don't want others to know how much they gave. Learn about each donor's preferences, she says, and let that drive the way you recognize them.

THE BEST WAYS TO THANK YOUR PLANNED GIVING DONORS

Always use the Personal Touch

1. **Correspondence.** Personalized “thank you” from CEO and/or Board of Directors. Emails with a video that thanks them for giving and demonstrates what their dollars are helping make possible.
2. **Say thanks promptly and report back on what their gift is accomplishing.** Acknowledge gifts as quickly as possible— within a week at most, but sooner is better. Then within 90 days, find a way to show donors how you’re using their dollars to make a difference.
3. **Events** – recognize your legacy society at gala’s and other special events.
4. **Special access.** Make sure your top leaders know who each of your key donors are and give the donor access to the CEO through quarterly call, breakfast, or a Zoom event.
5. **Use the telephone.** Make a phone call. Calling just to say thanks, without asking for money, inviting them to an event, or making any other kind of solicitation.
6. **Find creative ways to keep in touch.** Recognize important dates, like supporters’ birthdays or anniversaries of their spouses’ deaths.
7. **Streamline your stewardship efforts.** Determine what kind of experience you want donors to have, regardless of their giving level and automate what you can. For instance, set up triggers for emails to go out at certain times, such as a couple of weeks after someone makes a donation or takes an action. But make sure to personalize these communications.

QUESTIONS?

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