

Starting a Planned Giving Program: Where to Begin?

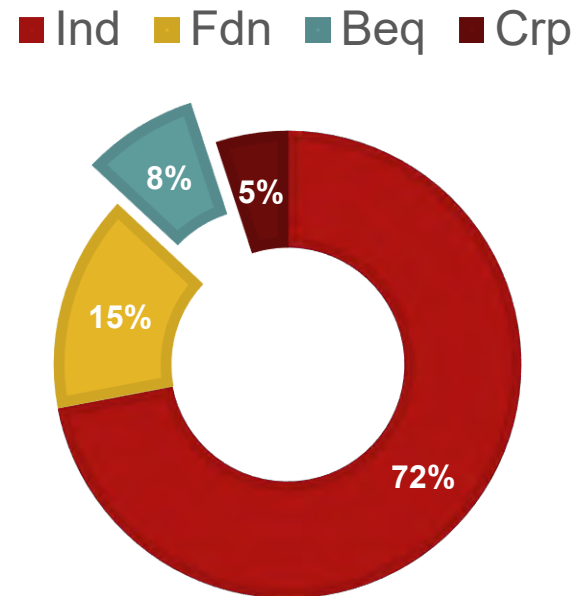
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NATIONAL PARK FOUNDATION

Making the Case

PG By the Numbers

In 2016, US Charities received \$30 Billion via gifts by bequest (GivingUSA)

- ▶ Contributions to Charity
 - ▶ Individuals: 72%
 - ▶ Foundations: 15%
 - ▶ **Bequests: 8%**
 - ▶ Corporations: 5%




Making the Case


Great wealth transfer: \$9 Trillion will transfer from American's estates *(Chronicle of Philanthropy)*



It can take 7-10 to build a robust PG Program (Sharpe)—Start now!

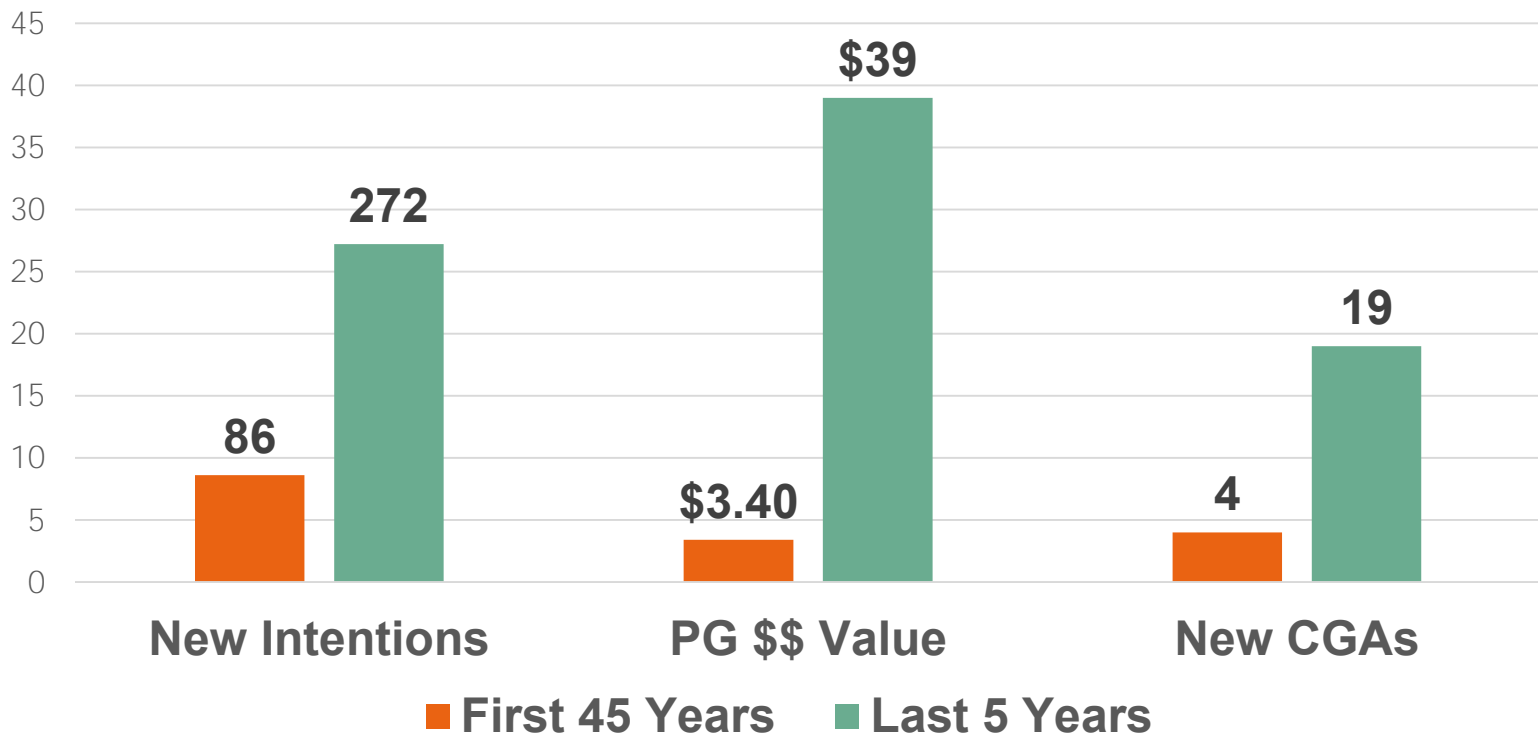


Outright gifts to your organization INCREASE when you market planned gifts



If you aren't asking for planned gifts... someone else is!

NPF Historical Data

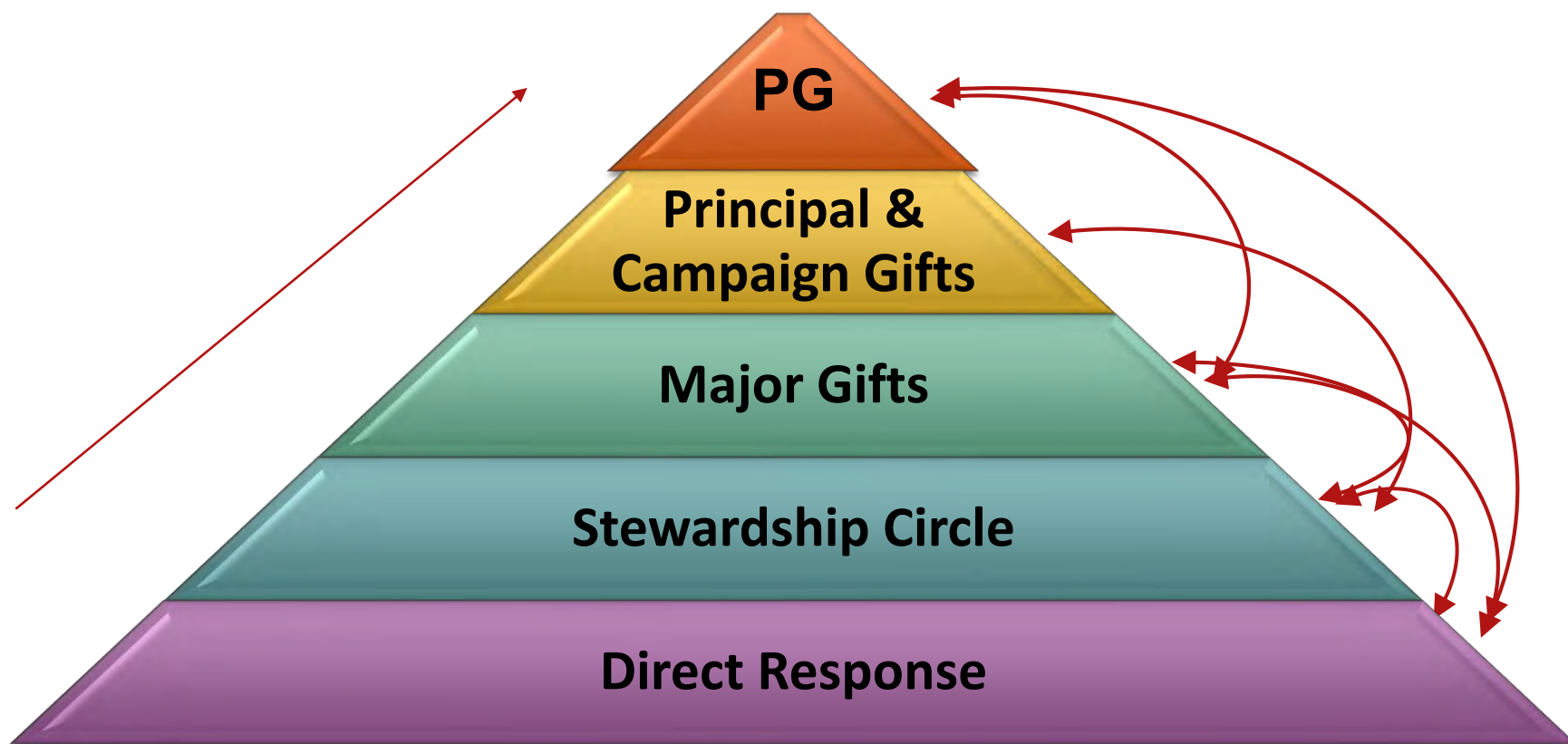




Where to Begin?

Data-Data-Data

Giving Pyramid



Typical PG Donor

LOYAL

- Average # of gifts during lifetime: 15



GENEROUS

- Typical for donors to include 11+ charities in their will



PRIVATE

- 1:3 rule: for every one you know, at least 3 you don't

Know Your Donors

| | # of Current Legacy Society (Beq only) | Total \$ Amount of Outright Gifts | Total \$ Amount Planned Gifts |
|------------------------------------|--|-----------------------------------|-------------------------------|
| Outright gifts of \$1 million+ | 4 | \$6.9 mil | \$5.2 mil |
| Outright gifts of \$100k-\$999,999 | 8 | \$3.1 mil | \$2.6 mil |
| Outright gifts of \$10k-\$99,999 | 15 | \$462k | \$2.8 mil |
| Outright gifts of less than \$10k* | 226* | \$213k | \$22.4 mil |

Marketing

Goals & Objectives

Educate

- Let your donors know you have a PG program
- Ways to give

Generate

- Qualify and cultivate leads
- Who raised their hand?

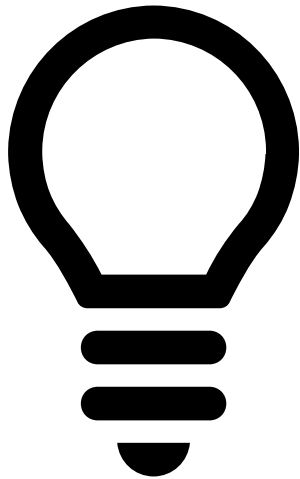
Secure

- Follow-up and follow-through
- 1:3 rule

Steward

- Not one and done—Stay in the will
- Treat like Royalty

#1 Priority



Identify donors who have made a commitment, *but haven't told you yet.*

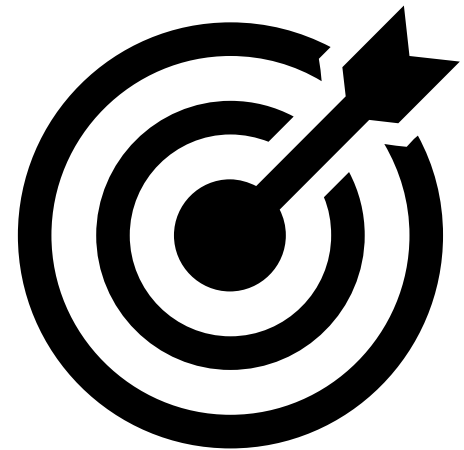
- ▶ Give them EVERY opportunity
- ▶ Frequency & Consistency
 - ▶ We never know when they will be ready, be top of mind when they are

Target Your Marketing

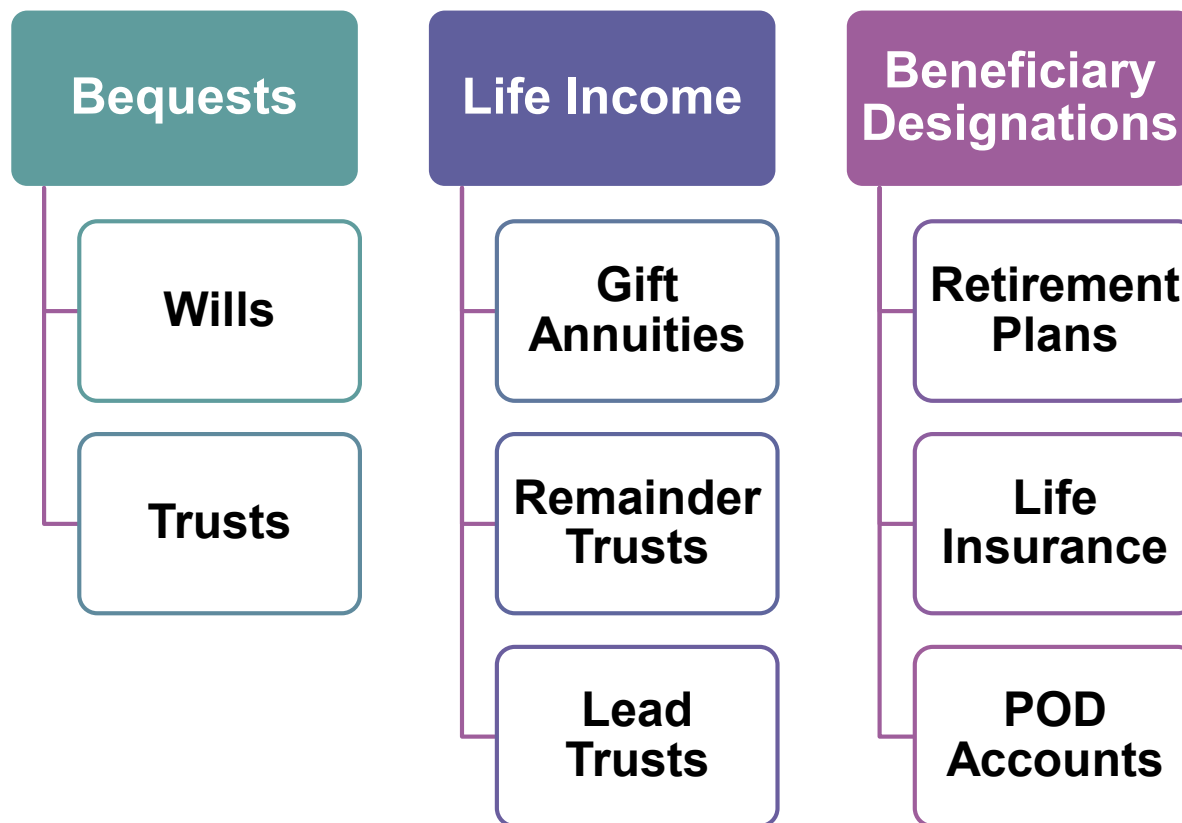
Lowest Hanging Fruit:

- ▶ Best Volunteers
- ▶ Most loyal donors: 5+ gifts during lifetime
- ▶ Age 65-80*
- ▶ No heirs*

*If you don't know, send a survey!



Most Common PG Vehicles

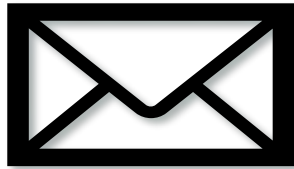


Spread the Word



- ▶ Have you ever considered making a gift to [us] in your will?
- ▶ Easiest Way to Give – beneficiary designations
- ▶ Sample language EVERYWHERE
- ▶ Donor stories

Use All Marketing Assets



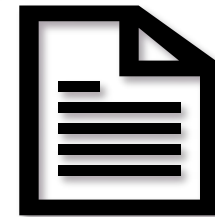
MAIL
Direct
Response
PG Mailings
Surveys
Newsletters



E-MAIL
e-newsletter
PG articles
w/link to
web
PG donor
story

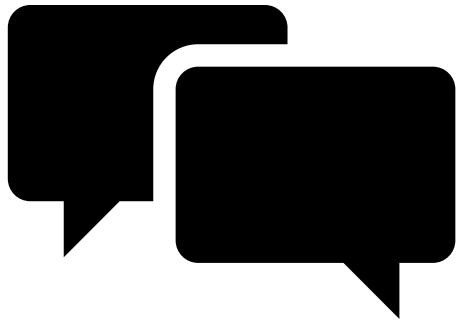


WEBSITE
Specific
pages for
PG
Interactive
Tools



PRINT
Ways to
Give
One-pagers
on specific
topics

Internal Marketing



- ▶ Post-it note with key words:
 - ▶ Will, Bequest, Trust, Estate, Annuity, Retirement Plan, IRA, Life Insurance, Beneficiary
- ▶ Presentation: brown bag lunch, regular updates to your team, Board, and Leadership—share stories and wins!
- ▶ Practice with your MGOs

Legacy Challenge



- ▶ Great for both Internal and External marketing
- ▶ Get donor/leader/board member to make outright gift in honor of new gift intentions
- ▶ Has to be within a specific timeframe
- ▶ Require a form in order for it to count towards the challenge
- ▶ Many options: bequest, CGA, endowment, whatever you need

Responses & Replies

The Trust Equation

Your Trustworthiness among donors will be calculated by your Credibility, Reliability, and Intimacy (how well you keep things private), then divided by how much you talk about your Self.

In other words—

- ▶ Follow-up, follow-through, and listen more than you talk

$$T = C + R + I$$

S

From Maister, Green, and Galford,
The Trusted Advisor

Get Your *Stuff* Together

Forms:

- Your Mission with bequest language and Tax ID#
- Ways to Give—can be one-page flyer, ALWAYS with sample language and Tax ID#
- Notification Form
- Overview of the Legacy Society

Standard Response Letters:

- Requesting sample language
- Already included
- Welcome/thank you letter (formal and informal)



Legacy Society & Stewardship

Legacy Society



EVERYONE should be included automatically

Have meaningful benefits, but keep it simple

Create an identity—certificate, lapel pin, mug, hat, etc.

Treat them like Royalty

Stewardship 101

01

To secure the gift is just the start, the key is to stay in the will

02

Planned Gifts are gateway gifts, not just one and done

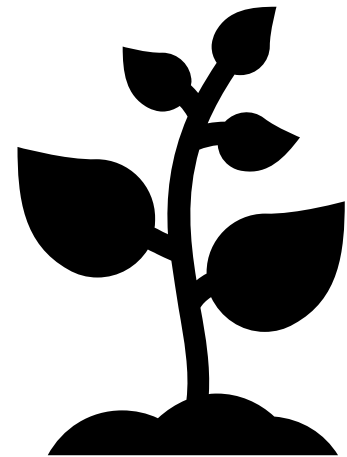
03

Develop a relationship between the donors and Your Org & Mission
It's not about you...

Meaningful Stewardship

What is meaningful to YOUR donors?

- ▶ Insider information
- ▶ Pre-sale invitations
- ▶ Special touch—cards (Birthday, Valentine), calls (Thanksgiving)
- ▶ What is unique to YOUR ORG?
- ▶ All comes back to TRUST—if they trust you, their gift will grow



Sample Timeline

Timeline: First 3 months

MONTH 1

- Data Cleanup

MONTH 2

- PG Website or Web page
- Legacy society rebrand

MONTH 3

- Create legacy society materials—forms and standard letters

Timeline Con't.

MONTH 4

- Send intro letter

MONTH 5

- Send legacy welcome / intro packets

MONTH 6

- Send PG Survey

Thank you!

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