Hi, I know fundraising is hard…

• Founded fundraising consulting company in 2021
• Over a decade fundraising annual and planned gifts
• Worked in Chicago, Ohio, New England and Washington, DC

…and I know you have a job to do, so my goal is to build up your confidence, gain some tools to be better fundraisers!
1. What is Planned Giving and Why You Should Care

2. Understand the Different Planned Giving Vehicles

3. How to Overcome the Scary Concerns of Planned Gifts

4. Techniques to Bring Up Planned Giving with Your Donors

5. Learn Marketing and Stewarding Ideas to Increase and Retain Planned Gifts
Does Your Organization Have A Planned Giving Program?

1. Yes, we regularly promote and receive planned gifts
2. Yes, we have a few planned gifts
3. No, we do not
4. Not Sure
5. What’s a Planned Gift?
What is a Planned Gift?

- Charitable donation
- **PLAN** it in advance
- Can be during life or after death (testamentary)
- Other names – legacy gift, estate gift
Great Wealth Transfer

$59 TRILLION Will be transferred from Boomers to Millennial heirs, charities and taxes between 2007 & 2061

$36T
Bequests to heirs

$27T
Bequests to charity (includes lifetime giving)

$5.6T
Federal estate taxes

SOURCE: BOSTON COLLEGE CENTER ON WEALTH AND PHILANTHROPY

Why You Should Care

SUSAN KAHAN | SAPPHIRE FUNDRAISING SPECIALISTS
Why You Should Care... Continued

Aging Population

- 2021 – US Population grew by just 0.1%*
- 1 out of every 100 elderly has died due to Covid-19
- Decline in Immigration**

Preparing for the Unknown

- Covid-19 Impact
  - Workforce
  - Budget
  - Revenue
- Aging donors
- Known revenue

* Washington Post
** US Census
“Dead people, through their estate, give away more money year after year than all U.S. corporations combined.”

-Andy Robinson
What is the Most Common Type of Planned Gift?

1. Charitable Lead Trust
2. Retirement Assets
3. Bequest
4. Real Estate
**Bequests**

- Will, Codicil, or Trust
- Donor can bequeath
  - Fixed Amount (ex: $10,000)
  - Percentage (ex: 2% of the estate)
  - Percent of the Remainder (ex: Up to $5 million split between kids and remainder goes to charity)
- 9 out of 10 planned gifts are bequests

**Beneficiary of An Asset**

- Retirement Asset
  - Required Minimum Distribution
- Life Insurance
- Donor Advised Funds
- Stocks
### Life Income Gifts

- Charitable Gift Annuities
- Charitable Remainder Trusts

### Other

- Charitable Lead Trusts
- Tangible Assets
  - Real Estate
  - Jewelry
  - Art
  - Collectibles
Why is This so SCARY?

• Death
• Legacy –
  • Will anyone remember me?
• Insult someone
• Taxes
• Don’t know all the answers
• They care about this during lifetime, why won’t they after they pass?
• How does the donor want to be remembered?
• How can you give the donor the opportunity to be the Hero* in their journey

*Credit to Dr. Russell James
Recognize Opportunities

- I’m retiring
- I just had my first child
- I just had my first grandchild
- I’m downsizing
- I’m selling my business
- I’m updating my estate plans

- I’m thinking about what I’ve accomplished in my life
- This organization is one of the most important things in my life
- I’m meeting with my Trusts & Estate lawyer
Open-Ended Questions

- Have you ever thought about how you want to be remembered?
- Have you ever thought about leaving a lasting legacy to XYZ organization?
- I know you care so much about the mission to..., do you ever think about what kind of impact you want to leave behind on this mission?

Share Stories

- I was just talking to another longtime donor, and we were having a lovely time together and they told me they just left XYZ organization in their will. Have you ever considered doing something like that?
Good Planned Giving Prospects

- Long-term donors, volunteers and employees
- Age – 60+
- People with no spouses, no children
- Monthly donors
- Women (more charitable than men)

*NY Times*
Planned Giving Program

Marketing

- Multiple messages
- Education
- Share stories
- Pledge Cards
- Tax Acknowledgement Letters

Stewarding

- Legacy Society
- Newsletters
- Special benefits at events
- Pin
- Annual communication

Don’t forget documenting donor intent!
1. A planned gift is a meaningful, well-thought through charitable gift that can be gifted during lifetime or after their passing

2. Bequests are the most common planned giving vehicle

3. You are lucky to be asking a donor to give a planned gift because you are allowing the donor to be a hero and be remembered by many

4. A planned gift will likely take multiple conversations, so one must be patient but send multiple messages to keep this on their mind
Questions??

Thank you!

Susan Kahan, Founder/ Principal

Sapphire Fundraising Specialists

Website: www.sapphirefundraisingspecialists.com

Email: Susan@sapphirefundraisingspecialists.com

Phone: 847.902.6607

LinkedIn: Susan-Kahan

Sign up for a complimentary 30-minute fundraising consultation

Scan QR code to sign up for my email list and get a bonus!