

2010 Workshop #1
Strategies for Planned Giving for the “small” Development Office
January 19, Augusta and January 26, Portland
Sarah Ruef-Lindquist, JD, CTFA, Presenter

Bare essentials:

Board and Executive Director that “get it”:

- Intergenerational transfer of wealth
 - \$41TR between 1998 – 2052, including \$6TR to charity
- Difference between giving from *income* and giving from *wealth*
- Endowment: Not just for large charities or a ‘luxury’

Policies:

- Gift Acceptance
- Investment
- Spending

Optimally (short of a gift planning department with staff!):

- Committee of Board or Subcommittee of Development that has at least one estate planning professional
- Time on each agenda to tell a Planned Giving Story
- 100% participation of the Board

Where to begin?

Tools:

- Partnership for Philanthropic Planning (formerly known as the National Committee on Planned Giving)
- “*Are you Ready for Planned Giving?*”

A guide to evaluating organizational readiness for non profit executives and volunteer trustees (see attached, also available in pdf at www.pppnet.org/resources)

- Sample Policies (also at www.pppnet.org/resources)

- Board members: *Key to a successful program with minimal staff*

What roles can they play?

- Serve on committee to provide input, strategize, oversee implementation of the policies and procedures used to cultivate, solicit and accept gifts
- Provide outreach to their attorneys, financial planners and other professional advisors they use to educate them about planned giving at your organization, providing policies, contact information and any recognition program material should they have other clients who might be interested in including your organization in their estate and charitable planning
- Consider their own planned gift in a leadership capacity, be willing to tell their story
- Help staff identify potential prospects: Often people who are passionate about the mission, but haven't been large donors, just consistent donors
- Become tentacles into the donor community, to make connections between potential planned giving donors and staff
- Help assemble the list of "allied professionals" who can help facilitate gift consideration and acceptance process (more below)
- Make calls with DD/ED to have conversations about planned giving
- Board can play a role in developing special recognition: create a system of recognition that is culturally appropriate to your organization to meaningfully thank planned giving donors and also encourage others to follow their example
 - Provide thoughts to the Development Committee on possible "Society" or "Circle" name, that conveys the mission as well as the significance of those who are willing to include your organization in their plans
 - Attend events that are part of recognition program

- “Allied Professionals”

They are those in the community who are just waiting for your call for help!

- Realtors
- Appraisers
- Surveyors
- Trust officers (includes CTFA)
- Attorneys – Estates & Trusts (includes members of ACTEC)
- Investment Advisors & Brokers (includes CFP)
- Accountants – taxation, valuation of businesses, closely-held stock
- Auctioneers
- Property inspectors
- Environmental Assessment and remediation companies
- Property caretakers
- Insurance Agents – Life and property

Professional Associations of same:

Attorneys:	Maine State Bar Association (www.mainebar.org) American College of Trust & Estates Counsel (www.actec.org)
Attorneys, Accountants, Investment Advisors, Trust Officers:	Maine Estate Planning Council Maine Planned Giving Council (www.mpgc.org)
Accountants:	Maine Society of CPA's (www.mecpa.org)

Getting and staying educated:

- PPP membership, education opportunities, networking, (Gift PL List-serve), annual conference
- MPGC membership, education opportunities, networking
- Planned Giving Group of New England (PGGNE) membership, education opportunities, networking
- PFG Workshops (!)

Manageable work plan:

Goals

- Board leadership in Planned Giving
- Additions to Endowment
- Additional Members of Legacy Society
- Increased participation in other fundraising efforts

Year 1

Year 2

Year 5

Year 10

Capacity

- Staff
- Board
- Allied Professionals

Strategies and Action Items

- For each goal, what is the strategy
- For each strategy, what are the action items
- For each action item, who is accountable and when

Assessing, refining; Evaluating Success

- Track other regular fundraising numbers simultaneously to understand impact/dynamic (Planned Giving often strengthens annual giving!)
- Use Valuation Standards at creation of gift, and revalue annually each irrevocable gift and each revocable gift – always know and be able to show the value of your program
- Worksheets in Valuation Standards, www.pppnet.org