



Legacy Giving  
Programs

From Start  
to  
Success

PLANNED GIVING AND GIFT PLANNING: THE CURRENT LANDSCAPE AND WHY BOTH ARE IMPORTANT

INTEGRATING PLANNED GIFTS; WHEN TO START

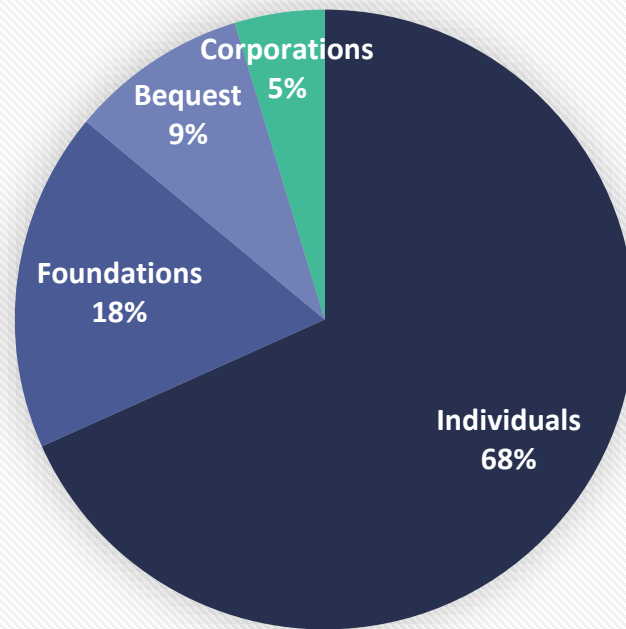
FOUR COMPONENTS OF A PLANNED GIVING PROGRAM

HOW DO I MAKE IT WORK FOR MY ORGANIZATION

# Giving USA, 2018

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## Total Charitable Giving



■ Individuals ■ Foundations ■ Bequest ■ Corporations

# Gifts of Noncash Assets Predict Contributions Growth

DR. RUSSELL JAMES, TEXAS TECH UNIVERSITY

Gift Planning  
Can do 3  
Things

Lower Taxes

Trade Gift for  
Income

Find the Best Asset  
for Gifting

## **GIFT INTEGRATION**

Annual gifts to provide on-going support and sustain loyalty

Major gifts to underwrite important initiatives

Planned gifts as the ultimate expression of philanthropic support

Ultimate Expression of Philanthropic Support

## When to Start



Organization has strong donor base, typically 10+ years,



Strong board commitment



Time and resources to market and administer planned gifts.



Set up



Meet



Market

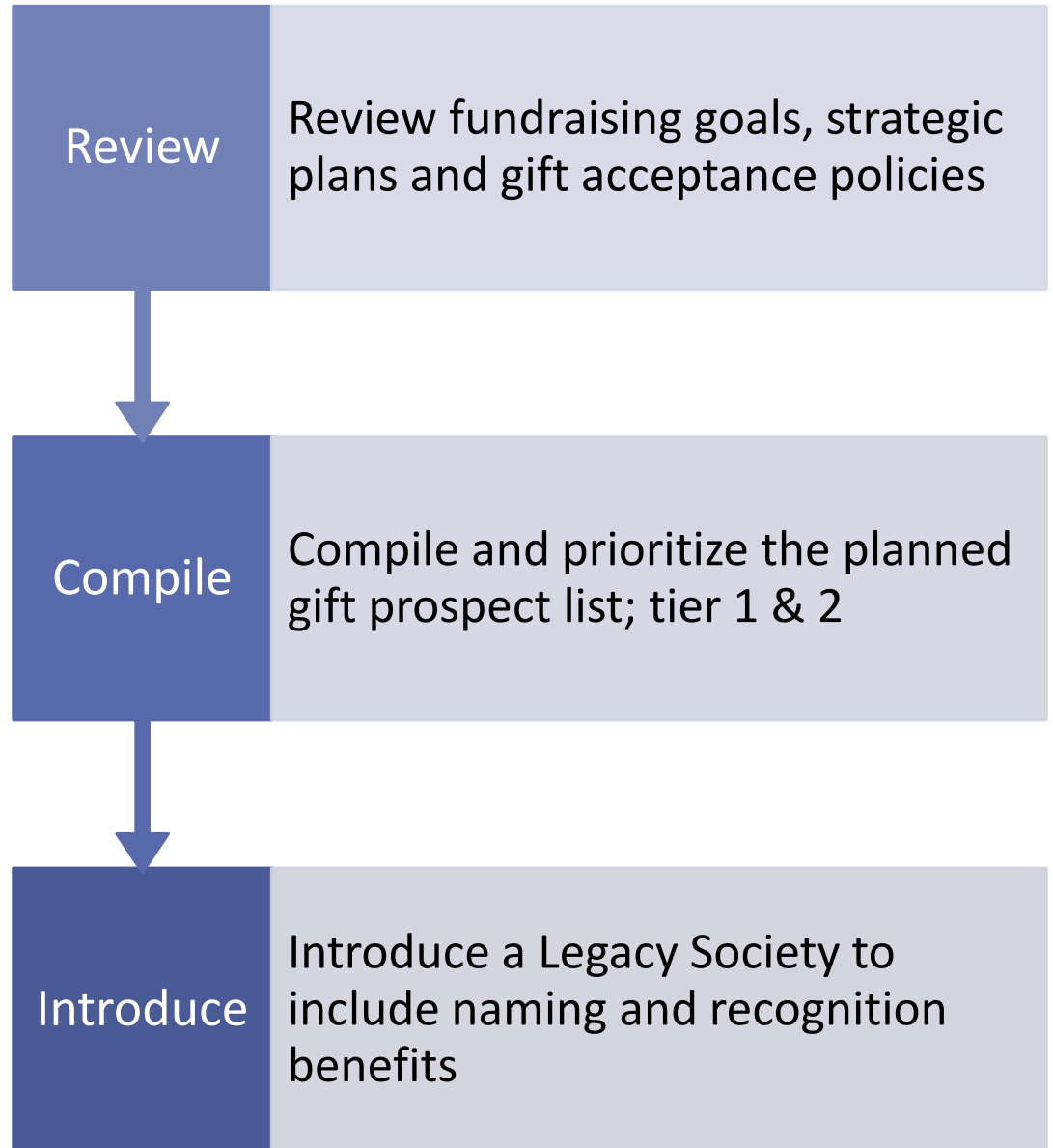


Steward

# Steps



Set up  
program  
infrastructure



# Who are the Prospects?

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Donors who self-identify

Childless

Members of monthly giving program

Consistent long-time donors

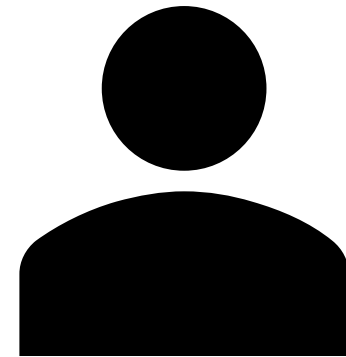
Board of Directors and committee members

Major gift donors/Endowed fund donors

Donors with Donor-Advised Funds

Volunteers

Age demographic; technically all, but typically 70 and above



A sense of urgency  
or motivation to  
execute documents

Thinking about  
retiring soon and/or  
selling their home  
or business

Charitable intent;  
focus on legacy and  
remembrance

Intimate connection  
and loyalty to the  
mission

No longer  
acquisitive, moving  
towards distribution  
of assets

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Who are  
the  
Prospects?

Set up  
program  
infrastructure

Provide

Provide sample bequest language for donors to share with their advisors



Prepare

Prepare a Bequest Intention Form to immediately market and confirm planned gifts



Partner

Partner with estate planning professionals

# Meet



Ongoing review of top prospects



Schedule 3-5 meetings monthly



Add contact reports with next steps after each meeting



Follow up with proposals and next steps

Average  
Bequest  
Size,  
\$78,630

A recent report by FreeWill, a company that provides free online estate-planning tools, analyzed estate plans and bequests made through FreeWill's platform from June 2017 to May 2019.

During that time, 50,192 people completed free legal wills or documented their wishes to take to a lawyer. Almost 14 percent of the documents — 6,885 — included charitable bequests, totaling an expected value of more than \$541 million.

The average size of a bequest was \$78,630. Nearly 20 percent of wills with bequests included more than one. As a result, the average total giving made in wills with bequests was \$108,482.

# Marketing



- Estate plans are made all through the year



- Let donors know your charity welcomes bequests



- Inventory all communications for ways to tell the stories



Consider outsourcing from leading planned giving marketing companies for email, direct mail or website.

Celebrate induction  
to Legacy Society.

Plan Legacy Society  
recognition event.

Ongoing  
stewardship:  
birthdays, holiday  
cards etc.

Plan for  
stewardship



# How Do I Make it Work for My Organization?

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Discuss with your Board

Consider a Planned Giving Feasibility Study

- 3-6 months
- 15-30 individual interviews
- Education and training for board/staff about types of gifting

# Contact Information

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