

Planned Giving 101

Virtual Coffee Talks

A Case for Planned Giving: Benefits To Your Organization

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September 24, 2020



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What Have You Heard?

- The best time to start a planned giving programs was thirty years ago— but, the next best time is TODAY
- Per Russell James's research, one of the biggest hurdles in planned giving is that people have a natural "avoidance reaction" when it comes to thinking about their own mortality.

Here's the headline: *"Even if you plan to live to 150, you still need to make a plan."*





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Planned Gift Definition

- “ A Planned Gifts is any gift of any kind for any amount given for any purpose-operations, capital expansion, or endowment-whether given currently or deferred if the assistance of a professional staff person, qualified volunteer, or donor’s advisors is necessary to complete the gift. In addition, it includes any gift which is carefully considered by a donor in light of estate and financial plans.” Robert F. Sharpe, Sr.
- Planned Giving is mainly “**Deferred Giving**” usually upon the death of the donor.

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Benefits of Planned Giving for Your Organization

Deepens relationships with donors	Builds future strength & stability	Democratizes giving	Maximizes support
Reinforces endowment building	Increases annual giving	Provides a buffer during downturns	Prepares organization for “silver tsunami” wealth transfer

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Benefits of Planned Giving for Your Organization

Development Program ROI

Events	\$3.43 to \$1
Annual Giving	\$19.11 to \$1
Major Gifts	\$33.33 to \$1
Planned Giving	\$56.93 to \$1

Source: Planned Giving Today, March 2017

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Benefits of Planned Giving for Your Organization



- 60% of planned gift donors are annual donors: 40% have been donating for more than 10 years while 20% have been donating for less than 5 years (Stelter 2012 Study)
- The average gift of annual giving donors increased by 75% in the years after making a planned gift. (2009 Russell James research)
- The annual gifts of planned gift donors were 2x the size of non-planned gift donors (2007 Center for Philanthropy Indiana University Study)

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Nancy's 10 Steps To Charitable Gift Planning Work

- Get a Mentor
- Accept that all legacy donors have a place at your philanthropic table
- Board and Senior Staff Buy-In
- Create Case (s) for Support
- Start a Legacy Society
- Prospect Segmentation
- Create a Marketing Plan
- Create a Budget
- Expect Return in 5-7 Years
- Stress Patience to Board and Senior Leadership



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Get Your Mindset Right Before Asking For A Gift

- Are you passionate about the mission?
- Have you made a commitment to leave a legacy gift?
- Drop the Imposter Syndrome thinking.
- People are People!
- It Isn't About You, It is About the Mission.

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Get Serious And Strategic About Soliciting Planned Gifts

- Bequests were 8% of \$30.36 Billion Total Giving in 2017
\$2,428,800,000

\$9 Trillion will pour from Americans estates in the next 10 years



Results -UCHS Legacy Giving

Legacy Society Members	
2010-2011	113
2011-2012	170 (year of research--dig through files, add spouses) launch strategic legacy program
2019-2020	317 (154 living/163 deceased)
Total Legacy Giving	\$14,280,109
Highest Gift	\$5,700,000
Lowest Gift	\$276
Average Planned Gift	\$74,000
Average Annual Gift	\$215



SUMMARY

- Planned gifts secure an organizations future.
- Planned giving offers the highest ROI of all fundraising types.
- Planned giving increases annual giving.
- Everyone is a prospective legacy donor.
- Planned giving opens up more giving conversations and opportunities.



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“TO GIVE AWAY MONEY IS AN EASY MATTER AND
IN ANY MAN’S POWER.

BUT TO DECIDE TO WHOM TO GIVE IT AND HOW
LARGE AND WHEN, AND FOR WHAT PURPOSE AND
HOW, IS NEITHER IN EVERY MAN’S POWER NOR AN
EASY MATTER. ARISTOTLE

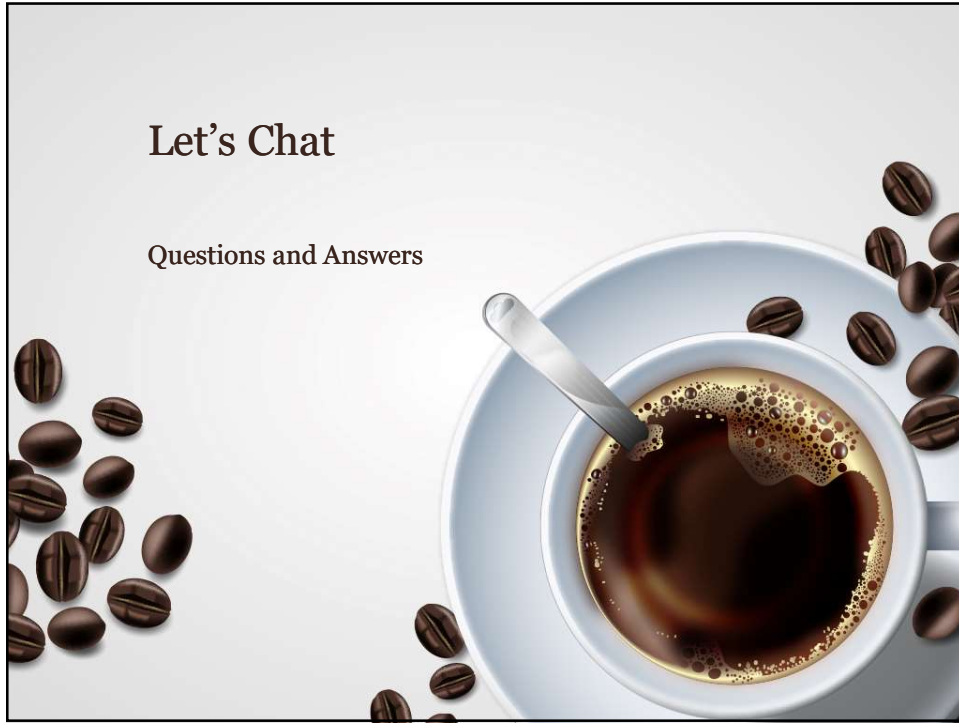


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Let's Chat

Questions and Answers



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Further Questions

Contact Nancy Beard, CFRE
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