**23rd Annual Western Regional Planned Giving Conference**

**Philanthropy in Changing Times**

Thursday

**Opening Remarks**

Jeff Comfort (Oregon State University):

Recommended 3 books, Art of Planned Giving, Wealth and Families and Millionaire Next Door

Quoted Jimi Hendriks, “knowledge talks, wisdom listens”.

Quoted Ben Franklin, “by failing to prepare you are preparing to fail”.

Suggests either How did you come to philanthropy?” or “Tell me about me about your father/mother.” With follow up question, “What would your father/mother say if he knew you were making this gift today?”

Find the donor’s passions. Immerse yourself in your prospect’s life and, where feasible, direct their interest to the work of HOPE

Ask about prospect’s estate plans

Ask, “What do you want to accomplish with your gift?” and answer, “We can accomplish that through our \_\_\_ program.”

Ask “Did you know \_\_\_\_ ? He made gifts \_\_\_ .”

Recognize that your solicitation as a service to the donor, enabling him/her to realize their hopes and dreams through their philanthropy.

Silence can be golden, waiting may result in the prospect’s volunteering information.

Be pleasantly persistent, patient, and professional (3 p’s)

Discussion about “counting” revocable gifts.

**Charitable Planning Case Studies**

James Normandin (Memorial Medical Center Foundation - Long Beach)

Calls himself a “Separation Anxiety Expert”, relieving donors of their estate anxieties.

Sharing information allows their inner philanthropist to emerge

Concept of “Giving Pledge” - another giving circle opportunity.

Offer, “We can get your estate taxes to 0, while leaving your legacy.”

“What do you want us to do with your gift?”

Ask open ended, feeling questions, such as “What is the purpose of your wealth?”

What is “transformational” to the donor?

“What needs to be done to make your dream happen?”

**SHOW** them that HOPE is worthy. Charitable Trust seminar?

Ask why they currently support HOPE.

Ask, “Can we talk to you about endowing your annual gift?”

Explore testamentary transfers.

Three choices, “Do you want your estate to go to IRS, heirs (all?), or charity (legacy)?”

Suggest leave in trust or will for 2 to 10 %.

Look into Trusts and Estates magazine

**Case Studies in Donor Relations**

Pete Sommerfield (Oregon Health and Science University)

Search for their reasons to give

1. Desire to support HOPE
2. Receive tax support
3. Increase in income stream
4. Eliminate inheritance or transfer problems
5. Send a message to heirs about what is important to them
6. Desire for recognition
7. Search for meaning of life level significance.

Disgruntled relatives/heirs = plaintiffs.

“Donate Now button” and “Donate Later” button > please send me information about . .

**Brain Mapping**

Russell James (Texas Tech University)

Write and publish life stories of bequest donors, this inspires others and seals the commitment

“Leave a Legacy” campaign

“Plant a Legacy” page in the Seed Catalog

Use ‘family’ language vs. contract language to spark the giving centers in their brain

Tribute banquet for living donors who are planning to leave a legacy.

Friday

**Helping Charities Prosper: Gifts of Life Insurance and How to Do It Right**

Frank Campbell (Stratus Financial Partners)

$12 billion in insurance policies that is no longer needed for the original purpose.

Four choices:

1. Keep it
2. Surrender it
3. Exchange it
4. Sell it

With this idea you can approach the same donor with a different asset.

With this idea there is a lack of competition, because so few know about it.

This idea can enhance your relationship with the donor.

This idea gives HOPE a great deal of flexibility.

It’s easy for the donor, but complex for HOPE because all policies and all situations are different.

Lack of guidance - he’s available in San Bernardino.

Need to mention this in both Gift Acceptance Policy and the accompanying procedures (details, company rating, performance, and policy management).

Advantages to the donor:

1. Philanthropic intent
2. Maintain liquidity
3. Overlooked asset
4. Possible tax benefits
5. Easy to understand

Disadvantages to HOPE:

1. Complex to implement
2. Loss of control
3. Outside of the box
4. Heirs lose out (make sure it is really no longer needed and get a sign off letter from the current beneficiaries)

Check “projected” value vs. “current” value vs, “guaranteed” value

Get an independent, objective, and comprehensive policy review.

Only 3 places in US that do these reviews independently - call him, he’ll tell you.

If the need for the policy still exists, the donor may want to sell it on life settlement market.

Manage donor’s expectations.

Ask “what do you want us to do with this gift’ - donor surrenders control.

Get an appraisal to protect both HOPE and the donor.

FrankC @ stratusfp.com 951-823-8100

**Research on Specifics of Bequest Demographics**

Russell James (Texas Tech University)

Report on a very large, federally funded longitudinal study project out of the University of Michigan.

Many states now have “Transfer on Death” deed capability for real estate.

Childlessness is a key factor.

Other key factors:

1. 5 of years giving
2. No offspring
3. Highest giving
4. 7 year reported fund trust
5. Female
6. Last reported wealth
7. Not married
8. Last reported giving
9. Growing wealth
10. 5 years volunteering

When charitable giving plans are added wheh death feels near and/or when family structure changes:

1. Approaching death
2. Become a widow/widower
3. Diagnosed with cancer
4. Decrease in self reported wealth
5. Divorce
6. Diagnosed with heart disease
7. Diagnosed with a stroke
8. First grandchild
9. Increased assets
10. Increased charitable giving

A bequest commitment is a beginning not an end.

Convert to irrevocable vehicles?

Don’t ignore your oldest supporters, cultivate the 85 years old and up.

Tell prospects, “Many of our supporters like to leave HOPE support in their will or trust”.

Stay connected with frequent communication.

Say, “Remember HOPE in your will/trust” as a cash bequest, a percentage amount, life insurance, IRS’s, art or other personal assets, stocks and/or bonds, real estate.

Ease of acceptance: cash, life insurance, publicly held stocks, retirement accounts, personal property, closely held stocks, and real estate.