

PG Calc YOUR PARTNER IN PLANNED GIVING SUCCESS

Extend Your Reach: Make Major Gift Officers Active Partners In Gift Planning



Craig Smith
Senior Consultant
John Brown Limited, Inc.
585-730-0853
craig@johnbrownlimited.com
www.johnbrownlimited.com

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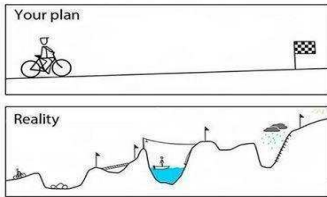
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It's a Little Science And a Lot Art

- We wine 'em
- We dine 'em
- We sign 'em

What really happens!



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What Do Most of Us Want?

- **Biggest immediate gift**, paid in cash, all at once
- People don't keep their wealth tied up in cash!



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Assets People Donate

- Cash
- Stocks - public
- Stocks - private
- Bonds
- Real estate
- Life insurance
- Live stock
- Timber
- Mineral rights
- Copy rights
- Royalties
- Personal property

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Only Four Ways to Give

- **Current**
- **Income to "charity"**
Assets to Family
- **Income to Family**
Assets to "charity"
- **Bequest**


Gift planning applies to every category.

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Stages of Major Gift Fund Raising


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Transactional Tools and Technical Knowhow

- Assets people can give
- How they can give them
- How can I move them toward giving


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Shared Credit

- Turn competition into collaboration
- Make partners out of perceived competitors
- Be generous with credit, it's free to bestow


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My Roadblock List

- 1) **Conversations** stall on technicalities
- 2) **Current vs Deferred** conundrum
- 3) **Bequests** . . . Who wants to talk about death?


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Traditional

- Teaching technical knowledge about methods and assets
 - ✓ It's how most learn planned giving
- Doesn't stick
 - ✓ **Contextual void** is the culprit
 - ✓ Sets up **avoidance behavior**

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Innovative & Donor Centric

- **Teach the Four Decisions & Two-Part Conversation Approach**
 - ✓ Provide anchors, context, methodology that can be carried around in your head

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The Pros

- **Position MGO and PG leaders**
 - ✓ as **partners** in on-going education
 - ✓ Show **commitment** to professional development
 - ✓ Create common bonds and challenging experiences in real time, safe environment – **build team**

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The Two-part Conversation

What Is It?

- Invite them to talk **first** about *why* they care, and *what* they want to support
- Explain that you want to have a **second part** to be about *how* they might make a gift and *whether they want to*
- **Intentionally** lead conversations from heart to head
- Avoid transactional conversations in the process



Easy to Remember Powerful to Apply . . . with Practice



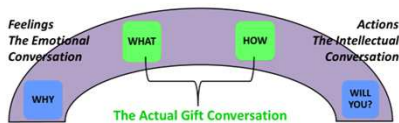
The Four Decisions


The Gift Conversation From the Other Side of the Coffee Table



Leap The Hurdles Conversational Gift Planning

The Conversational Bridge You Must Help Your Donor Cross




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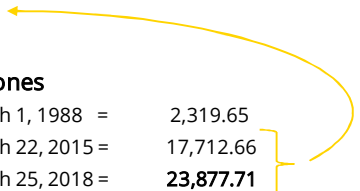
Avoid Transactions . . .

- **Use a Two Part Conversation**
 - ✓ Put guidance and control into field officer's hands
 - ✓ Deflect "I know what you do, and why you're here, so let's talk about how much you want"
 - ✓ Create "**heart first**" and "**head second**" conversations

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Donors Have Appreciated Assets

+35% ← 

Dow Jones

- March 1, 1988 = 2,319.65
- March 22, 2015 = 17,712.66
- March 25, 2018 = **23,877.71**

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Create A Team Of Detectives

This Is How You Extend Your Reach

- Arm field officers with intentional language and knowhow
- Get them comfortable using the **Magic Answer**
 - ✓ **I don't know, but I'll find out for you.**
- Turn them into super sleuths who can't wait to debrief with gift planning colleagues to decide next steps
- Show them how involving their gift planning colleagues at the right time and in the right way unlocks larger gifts

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Sustainable

Interactive Case Studies

- Most training is “one and done”
- **Interactive case studies are ongoing** and as infinite as your donor experiences
- You can write them using your own case material
- Building out a library of cases enables PG/MGO leaders to teach regularly and over time, building depth and success among field officers


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Making It Go

- Develop the case and draft the script
 - ✓ Including the page of facts for the “donor” to work from that the development officer doesn’t know
- Choose the role players and coach them separately
 - ✓ Including the gift planning expert who will participate
- Put them in front of the audience
 - ✓ Closed door, same overall group each time
 - ✓ Ask the fundraiser to summarize the known facts

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Making It Go

- Set the role play in motion
- Ask the audience to debrief their gift planning colleague(s)
- Invite the gift planning expert into the second stage of the role play
- Facilitate a group discussion about the role play and the gift options presented

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Case Basics

Donor Background

- Age 76, retired faculty member at a local college
- Is second generation supporter of (organization)
- Annual giving \$500 each of the past five years
- Lifetime total giving: \$4,400
- \$50,000 rated gift capacity
- Research says donor's house is worth \$315,000
- Donor's house is furnished with what appear to be mid-late 19th century antiques

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The Heart


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What You Learn by Asking Probing "Why" Questions

- Donor's mother introduced Donor to (pick a special program or project).
- Donor has been a regular for a number of years.
- Donor cherishes the memories of his/her family's involvement.
- Donor would like to make a gift in mother's memory, but doesn't have the cash.

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Transition To What

The First Half Of The Gift Conversation
 How to invite a conversation that identifies a promising gift purpose

- **Ask . . .**
 "Based on what you have told me about your experiences, memories, wishes, etc., if I can help you find a way, **WHAT** at our nonprofit would you most like to support financially?
 OR
 "What sort of legacy would you like to create through your giving?"

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Good News About What

There Are Only Five Possible Gift Designations

- 1) Unrestricted, for our greatest needs or opportunities
- 2) For those served (students/patrons/clients/patients)
- 3) For those providing service (faculty/staff)
- 4) For programs (existing or new)
- 5) For special/capital projects

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The Transition From What To How

The Second Half Of The Gift Conversation



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**Be Intentional:
The Two Part Conversation Is The Answer**

What could you choose to ask?

- Selling a vacation home to invest for retirement
- Meeting with lawyer to update your estate plan
- Anticipating an inheritance or other windfall
- Planning for business succession and retirement
- Creating Donor Advised Fund or a foundation

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**Be Intentional:
The Two Part Conversation Is The Answer**

What could you choose to ask?

- Wondering about required minimum distributions from deferred comp plan
- Starting a gifting program for a grandchild's education
- Recently met with your CPA who advised you to start reducing the size of your taxable estate

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What You Learn About How

What gift planning strategies would you like to discuss?

- Donor to sell house & live with sibling in Arizona.
- Donor owns the house outright; paid \$85,000 for it 35 years ago; now worth \$315,000.
- Donor's 403(b) is worth \$455,000.
- Owns \$100,000 life insurance policy; sibling sole beneficiary.
- Donor's total estate = \$850,000
- Donor plans to live on proceeds from sale of the house, 403(b), and social security.


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The Keys to How Field Officers Learn to Probe

- Gift motivation
- Triggering life events
- Giftable assets
- Tax-related issues
- Specific giving strategies
- Who should be consulted

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Interactive Case Studies

90 Minutes Start to Finish

- Pick the players and **coach them** separately
- **Role Play** (Interactive Case Study)
- **Debrief** with audience & role players
- PG expert **didactic explanation**
- PGO **joins** Development Officer in role play
- Ends with **group conversation**

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Interactive Case Studies

- Everyone participates
- Everyone plays a role over time
- Regular conversations, questions, insights
- Gift methods and assets in context
- Working as partners becomes norm

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Conversational Gift Planning - The Ideal Outcome

Interactive Case Studies promote and underscore **contextual** approach

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Questions and Answers



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Still Have a Question?

Contact: Craig H. Smith
Senior Consultant
John Brown Limited, Inc.
585-730-0853

E-mail: craig@johnbrownlimited.com
www.johnbrownlimited.com
