

PG Calc YOUR PARTNER IN PLANNED GIVING SUCCESS

When You Can't Take Your Donor to Lunch



Date: September 23, 2021
Time: 1:00 – 2:30 Eastern
Presenter: Stacy B. Sulman, J.D.
 Vice President for Personalized Philanthropy and Legal Affairs
 American Committee for the Weizmann Institute of Science

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Remember These?



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And These?



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Is This It?



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Scope of Webinar

- Background and Context
- From Old Normal to New Normal
- Adaptation and Buy-In


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Background and Context (Asset Donors)

What is Planned Giving?
 Gifts of Assets
 (vs. Gifts of Income)




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Background and Context (Audiences)

Who is Planned Giving?



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Background and Context (Audiences)

Who is Planned Giving?

- Leadership
- Legacy
- Loyalty
- Larger Community
- Liaisons to Estates

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Background and Context (Audiences)

Leadership

- Board
- Committees



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Background and Context (Audiences)

Leadership

- Lay Chairs as Models
 - ✓ Inspire at Meetings and Programs
 - ✓ Sign Welcome Letters
 - ✓ Motivate Peers
 - ✓ Blended Giving
- Participation & Buy-in

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Background and Context (Audiences)

- Legacy
- Current Legacy Society Member
- Identified Expectancies



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Background and Context (Audiences)

Legacy

- Yes, in their plans
- But generally revocable (absent a gift agreement)
 - ✓ Make sure no one falls through the cracks
 - ✓ Pivot them to major gifts while Alive
 - ✓ Blended giving

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Background and Context (Audiences)

Loyalty

- Core Planned Giving Prospects
- Annual modest donors



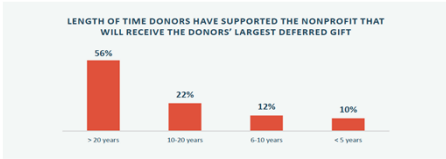
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Background and Context (Audiences)

- Source: Giving USA Foundation, Giving USA: The Annual Report on Philanthropy for the Year 2020 (2021).



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Background and Context (Audiences)

Loyalty

- Organizationally defined
 - ✓ Over age 70;
 - ✓ 3 gifts out of 10 years;
 - ✓ Cumulative giving under 100K;
 - ✓ Plus ...

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Background and Context (Audiences)

Larger Community

- Widest Range of Other Prospects
- Unknowns



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Background and Context (Audiences)

Larger Community

- Direct mail; advertisements; website
- Individuals in database over age 60/70
- Goal: move them to a higher category

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Background and Context (Audiences)

Liaisons to Estate

- Executors
- Trustees
- Advisors to High-Net-Worth Donors



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Background and Context (Audiences)

Liaisons to Estates

- Opportunity to recommend to client
- Discretionary power of estates occasionally
- Below-market work for charity

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Background and Context (In Person Visit)

Part of a strategy to...

- Increase New Planned Gifts
 - ✓ (Cultivation to Solicitation)
- Ensure Gifts Stay in Donors' estates
 - ✓ (Stewardship)
- Seek out Major Gift Potential

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Background and Context (In Person Programming)

In-Person Legacy Programming Strategy to ...

- Make donors feels part of a larger community
- Honor current and members
- Inspire prospects to join
 - ✓ Mission oriented programming
 - ✓ Peer modeling
- ***Special invitation/core constituency/focused agenda

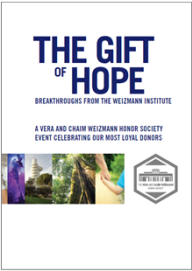
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Background and Context (In Person Programming)

- ***Special invitation/core constituency/focused agenda




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Old Normal to New Normal



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Old Normal to New Normal (Leadership)

Leadership

Pre-Covid

- Peer to peer
- Board updates at meetings
- Personalized letters
- Ongoing outreach plan with goal of 100% participation

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Old Normal to New Normal (Leadership)

Now -- Virtual is Meaningful

- Peer inspiration through virtual testimonials
- Leaders who appreciate the need for support (without an in-person meeting)
- Engaged leaders engender critical buy-in for increased or modified budgeting



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Old Normal to New Normal (Legacy)

Legacy

Pre-Covid

- Meet in home to cement gift in estate plans;
- Possibly increase or ask for additional current gift
- Many still through mail and phone calls

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Old Normal to New Normal (Legacy)



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Old Normal to New Normal (Legacy)

Now Most Everyone is Remote

- Dedicated staff provide personalized attention via phone calls and handwritten notes
- Virtual programming and conference calls to create warm community
 - <https://weizmann-usa.giftplans.org/index.php?cID=163>
- Donor testimonials can be recorded, cementing commitment and providing inspiration
- You can reach new donors who may have not wanted to attend in the past.

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Old Normal to New Normal (Loyalty)

Loyalty

Pre-Covid

- As with Legacy, sometimes met in-person to cultivate
- Invited to Legacy events to inspire and motivate

****Many preferred remote contact – mail and phone only*

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Old Normal to New Normal (Loyalty)



- Special Mailings
 - ✓ Holiday cards
 - ✓ Year-end summaries
 - ✓ Token gifts
 - ✓ Birthday & get-well cards
- Invitations to CEO calls
- Invitations

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Old Normal to New Normal (Loyalty)

Now, More Opportunity to Connect

- Opportunity to scale up outreach to this group
- Dedicated staff and virtual programming as with legacy donors
- Add extra fanfare when donors join legacy society – gifts, personal calls, etc.

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Old Normal to New Normal (Loyalty)

It is not all bad either --

- You can reach a wider audience
- Include those who would not attend before
- Conference calls for those not comfortable with webinars

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Old Normal to New Normal (Larger Community)

Larger Community

Pre-Covid

- In-person opportunities were fewer for such a large population
- Often with minimal ROI

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Old Normal to New Normal (Larger Community)

Now You Can Treat Anyone Like Loyalty!

- Include invitations to virtual programming through emails or by adding invitations to standard mailings.
- Treat those who attend as if they are loyalty donors, regardless of giving.



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Old Normal to New Normal (Liaisons to Estates)

Liaisons to Estates

Pre-Covid

- ✓ Were meetings worth it?
- ✓ Did Advisors have time?
- ✓ Meaningful ROI?

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Old Normal to New Normal (Liaisons to Estates)

Now Improved ROI

- Donors increasingly want advisor names
- Easy to jump on a Zoom or call
- Advisors have more time than before


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Adaptation and Buy-In

Change is Never Easy



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Adaptation and Buy-In (Metrics)

1. Define and track measurable goals

- ✓ Program attendance
- ✓ Responses to outreach (e.g., new leads)
- ✓ Metrics Help Buy-In

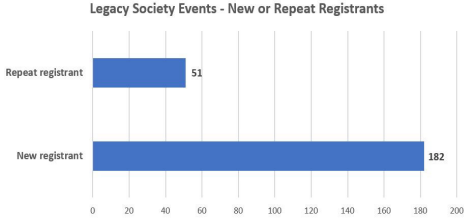
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Adaptation and Buy-In (Metrics)

Legacy Society Events - New or Repeat Registrants



Registrant Type	Count
Repeat registrant	51
New registrant	182

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Adaptation

3. Rethink Your Budget

- ✓ Age overlay
- ✓ Increase outreach to Legacy and Loyalty, etc.
- ✓ Less-expensive virtual programs for wider audiences
- ✓ Less travel

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Adaptation and Buy-In (Paradigm Shift)

4. Accept the New Paradigm

- ✓ PG donor base changing
- ✓ Baby Boomers need different ways to connect



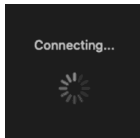
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It's All About Connecting...

Connecting...




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And Finding New Ways to Connect




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Thank You




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Questions?



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Still Have a Question?

Contact: Stacy Sulman
Email: s.sulman@acwis.org

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