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Building and Maintaining the Testamentary Gifts Pipeline



Date: November 14, 2018
Time: 1:00 – 2:30 Eastern
Presenter: Laura Hansen Dean, JD
Principal
Laura Hansen Dean &
Associates



Agenda

- Policy decisions
- Identification of likely donors
- Educational methodology
- Making the ask
- Celebrating and maintaining gifts in the pipeline
- Staying visible with the governing board to maintain program investment
- Monitoring probate & non-probate distribution of gifts



Policy Decisions

- Valuing and counting revocable and irrevocable bequests and beneficiary designations
- Industry standards:
 - ✓ National Association of Charitable Gift Planners
 - ✓ Council for Advancement and Support of Education
 - ✓ AFP
 - ✓ AHP



Policy Decisions

- Counting revocable bequests and beneficiary designations
- Counting irrevocable bequests where possible under state law
- Documentation requirements to count bequests and beneficiary designations in fund raising reports, campaigns, donor society membership



Policy Decisions

- Value assigned when donor doesn't give a value - \$0 or \$ value of smallest typical gift when received?
- Authority to accept testamentary distributions and execute receipt of distributions; seek court interpretation or changes; file suit as beneficiary



Identification of Likely Donors

- Indiana University Center on Philanthropy study – now the Lilly Family School of Philanthropy – indicated that Americans most likely to have one or more testamentary gift provisions for charity:
 - ✓ Were ages 40-60
 - ✓ Had an advanced degree or an undergraduate degree



Identification of Likely Donors

- Other studies have indicated that the arrival of one or more grandchildren changes estate planning priorities.
- Another study indicated that 25% of those 65 years old and older said that they would consider a testamentary gift to charity.



Identification of Likely Donors

- Strongest indicator of likelihood of making a gift of assets (as opposed to income) to charity, whether during lifetime or after death is:
 - ✓ Regularity of giving, regardless of size of gifts and regardless of income level



Educational Methodology

- Biggest challenge continues to be that over 50% of Americans don't have a will or estate plan.
- Education/marketing must start here and continue to hammer away at what happens under state law without a will and/or beneficiary designations.



Educational Methodology

- Publications and printed materials – move away from newsletters to shorter, more concise pieces to most loyal donors.
- Blackbaud study found that baby boomers – the largest group of current givers to charity – prefer e-mail marketing.



Educational Methodology

- Age-segmented e-mail marketing has been successful for many charities. More traffic to website and more donors calling with questions after reviewing web site information.
- Phone calls to discover gifts in place or interest in learning more about life income and/or testamentary gifts.



Educational Methodology

- Donor stories about gift motivations, gift decision process, gift option, desired impact through in-person testimonials, stories in publications, and videos.
- Social media marketing – give through will, name us as a beneficiary, get a life income, loan us assets, could all be options in the “Make a Gift” section.



Making the Ask – Who Asks?

- Members of giving society
- Peers and volunteers
- President/CEO
- Empowering all development personnel to ask about bequests and beneficiary designations (need to train to increase comfort level)



Celebrating and Maintaining Gifts in the Pipeline

- Donor recognition society - purposes? Celebrate intent/desire to make a future gift. Acknowledge the impact received gifts have at the organization.
- Documentation requirements for membership?
- Benefits – tangible and intangible.



Celebrating and Maintaining Gifts in the Pipeline

- Stewardship schedule
- Assignment of stewardship responsibility – staff and volunteers, including governing board.
- Annual contact expectation and tracking.



Celebrating and Maintaining Gifts in the Pipeline

- Regular reports to staff, facility and program managers about gifts in the pipeline and likely future distributions to garner and maintain their enthusiasm and support for the future gifts effort and budget allocation



Staying Visible with the Governing Board

- Board notification of new testamentary gift commitments (other than anonymous) with assignment to send note or e-mail of thanks.
- Board involvement in donor identification and solicitations.
- Pipeline report at each board meeting of new commitments – type of gift, total # and \$ amount since the last meeting.



Staying Visible with the Governing Board

- Updated total # and \$ amount in pipeline.
- Mature programs with regular distributions from the pipeline include projections of likely distributions in next fiscal year or in five fiscal year sections.



Monitoring Probate and Non-probate Distribution

- The average baby boomer has more assets in non-probate assets that pass outside the will and/or trust than will be distributed through the probate process:
 - ✓ Life insurance proceeds
 - ✓ Retirement plan and IRA balances
 - ✓ Jointly-owned property
 - ✓ Bank and brokerage accounts



Monitoring Probate and Non-probate Distribution

- Receiving life insurance proceeds and balances in bank and brokerage accounts can be fairly simple and quick.
- Receiving gifts from IRAs and retirement plans can be problematic because many custodians are treating these like assets inherited by surviving individuals instead of by charitable organizations.



Monitoring Probate and Non-probate Distribution

- Policy needs to authorize positions to accept and acknowledge receipt of distributions.
- Process needed to monitor receipt of testamentary gifts according to state law in timely manner.
- Audit regularly that gifts are credited to correct accounts and used as the donor intended.



Questions?





Still Have a Question?

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