



INTRODUCTION



Welcome!

It is wonderful that you are interested in setting up or improving a planned giving program for your organization. We believe that all organizations benefit when they add a planned giving focus to their fundraising efforts.

This Leave10 Toolkit will provide you with guidance and tools for how to get your planned giving program started or grow what you already have.

What is Leave10?

The Leave10 organization aims to build better communities by transforming as many people as possible into philanthropists, specifically focusing on inspiring individuals to leave at least 10% of their estate to charitable organizations.

Americans are considered among the most charitable people in the world. According to the World Giving Index, 63% of them make charitable donations, 46% volunteer their time for causes they care about and 73% report helping strangers.

And yet, fewer than 8% include a gift to charity in their estate plans.

Leave 10 wants to change that disconnect by educating, inspiring and encouraging individuals to aspire to leave at least 10% of their estate to charity.

Leave10 does this by:

- Educating individuals on the vital role of

- philanthropy in families and estate plans
- Serving as a resource on planned giving for nonprofits and professional advisors
- Motivating individuals to include charitable organizations in their estate plans

What is planned giving?

Planned giving is a way of making a significant gift during life or at death that is part of a donor's overall financial or estate plan. It is typically motivated by a desire to make a meaningful or enduring impact on a cause the donor cares deeply about. It goes beyond "checkbook giving" in that it often involves gifts from a donor's assets rather than income. It also makes use of an asset transfer device such as a will, beneficiary designation form, deed, contract or trust agreement. While most planned gifts provide future support, such as bequests in wills or living trusts, there are some planned gifts that provide current support, such as gifts of real estate and charitable lead trusts.

Planned gifts offer the donor the opportunity to support their favorite charitable organizations in a meaningful way without giving large outright gifts of cash or compromising their current financial security. Planned giving might be a way to give a donor's life new meaning, allow them to keep doing good, even after death, and become a permanent statement of their values. Planned gifts also may offer substantial financial, tax and estate planning benefits for donors.

Why invest in a planned giving program?

Nonprofit organizations need a variety of initiatives to raise the necessary funds to support their work. Planned gifts are an underutilized source of revenue that many organizations have not promoted or mentioned to their donors. Yet for many organizations, planned giving has been the source of the largest single contributions they have ever received. Planned gifts are one way to help meet long-term goals and may allow donors to make a more substantial donation than they can in their lifetime. The potential is enormous.

Consider the following:

- America is aging. In 2030 those 65 years and older will represent 20.6% of the population.





- Baby Boomers hold 53.2% of household wealth or \$52 trillion. They represent 21.19% of the population but are the source of 43% of all donations. Imagine the impact they can make if organizations engage them in planned giving. If they left 5% of their estates to charity that would mean \$2.6 trillion in charitable bequests.
- Charitable bequests represent multiples of the lifetime giving of donors and increase exponentially as the estate value increases. Bequests from estates of \$500,000 to \$1 million represent 3.73 times of donors' lifetime giving. Those from estates of \$5 million or more represent 11.65 times their lifetime giving.
- Currently, 9% of all giving or \$43.2 billion is in the form of charitable bequests. That's despite the fact that only 32% of Americans have wills and less than 6% of Americans with wills have a charitable beneficiary. Imagine what would happen if more people learned about the value and ease of incorporating charitable gifts in their estate plans.

Benefit #1: future focus

A planned gift is typically a future or forward-looking gift and typically, a donor will not consider donating to a non-profit that cannot show plans for a long and healthy future.

Although, taking stock of an organization's current growth direction should always be welcome, it takes great effort and strategic use of resources to run a successful nonprofit. Sometimes it is easy to get lost in the demands of the present. Nonprofits are juggling so many things at once that financial forecasting and planning does not always attract much attention. However, just thinking about implementing a planned giving program can force nonprofits to consider their futures.

Through launching a planned giving program an organization will be forced to express its case for long-term support and development professionals, who will be soliciting planned gifts, have to be able to answer questions about the future of the organization. A planned giving program can lead to not just increased giving, but a refreshed focus on the future for an organization.

Benefit #2: large gifts

Who doesn't love a major gift? One major gift can

change the entire course of a nonprofit's service initiative. The only downside to major gifts is that they are scarce.

We all know a variation on the famous statistic that 90% of a nonprofit's funds come from just 10% of its donors. That statistic tells us two key trends:

- Major gifts can make or break a nonprofit's fundraising goal
- Nonprofits would see considerable increases in their funding if they could just find more major gifts donors.

Want to know a not-so-secret secret? Planned gifts can match or exceed major gifts in size, and they are more universally accessible, because donors who make planned gifts do not have to be wealthy. Seeking planned gifts opens your nonprofit up to new large donation possibilities.

Benefit #3: power boost giving

Wealth is not a limiting factor for planned gifts. There are donors across the country who want to give major-gift-sized donations, but do not have the flexibility in their budgets to do so. Planned giving works around that.

Take a donor who has given a series of small gifts for years. The donor comes to events that you host, volunteers to make calls during phonathons, and is always actively praising your nonprofit on social media. That same donor can allocate a gift in her will that leaves her money to your organization when she no longer needs it.

In many ways, planned giving is a major gifts equalizer. It is one of most democratic ways of participating in philanthropy.

"Planned giving donations are among the largest gifts a nonprofit will receive, often 200 to 300 times the size of annual gifts. Even those fundraisers that just dip a toe in the planned giving waters are earning 50 percent to 100 percent more than those that aren't. This means if you don't have a planned giving strategy, you're losing out on a boatload of funding. And another group is getting the funding that could have been yours."

– PLANNEDGIVING.COM

