

# Introduction to Planned Giving

## Webinar Series: Session 1

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# Agenda

1. Getting Ready for Planned Giving
2. How to Discuss Planned Gifts
3. Types of Planned Gifts
4. Q & A

## Sources:

Leave 10 South Sound

Leave 10 Kitsap

Leave 10

FreeWill

Pentera

Professor Russell James, Ph.D. J.D., CFP



# Where do I find the Leave 10 South Sound Toolkit?

[Leave 10 South Sound - Toolkit](#)



# Why Planned Giving?

- Boomer's will transfer an estimated \$68 trillion in the next 25 years!
  - 90% of all planned gifts are bequests!
- Planned giving offers the highest rate of return compared to other fundraising types
- PG donors tend to increase annual support
- Leave 10 South Sound is your partner!



# Getting Ready for Planned Giving

- Board Resolution
  - SAMPLE BOARD RESOLUTION
    - The [Name of Your Organization] Board of Directors authorizes the development of a Planned giving Program. The Board of Directors is committed to the success of the Planned giving Program, and directs the Development Committee [or paid staff, if appropriate] to provide updates regarding progress of the Planned giving Program at each Board Meeting. The members of the Board further resolve to support the Planned giving Program by assisting with outreach and marketing
    - [Or this one](#)....

# Getting Ready for Planned Giving

- Designated “Point Person” for Planned Giving
  - Once you decide to start a planned giving program you need to choose who will be responsible for it.
- Gift Acceptance Policy
  - What gifts will you accept?
  - What gifts require approval?
    - Real Property
  - Policy for “counting” planned gifts? (See [NACGP](#))
  - [Sample Policy](#)
- System to ID Planned Giving Donors
  - Survey your supporters to find any donors who have already made bequests or are interested in learning more about planned giving.
  - Research your survey prospects as well as long-time major or annual donors to see if they have the traits of a planned giving donor.
  - Create a donor profile for your prospects and segment them into lists for outreach.



# Getting Ready for Planned Giving

- Marketing Plan
  - Simple and less expensive
    - PS, Have you included XYZ in your Will or Trust?
    - PS, Would you like information about including XYZ in your Will or Trust?
  - Complicated and more expensive
    - [Pentera](#)
    - [Stelter](#)
    - [Crescendo](#)
    - [Sharpe Group](#)
    - [FreeWill](#)
  - Tune in next time for a deeper-dive discussion

# Getting Ready for Planned Giving

- Recognition and Stewardship
  - Legacy Society
    - Choose a name
      - PLU's [Harstad Heritage Society](#)
  - Special events/services
    - Newsletters on estate and charitable giving
    - Dinners
  - Steward your donors
    - Continuously thank them
    - Send important institutional communication/updates





# Getting Ready for Planned Giving

- Counting Planned Gifts
  - [NACGP guidelines](#)
- Professional Advisor Committee
  - Allied professionals in your community
    - [South Sound Planned Giving Council](#)
    - [AFP South Sound](#)
    - [WPGC](#)
    - [Leave 10 South Sound](#)



# How to Discuss Planned Gifts

- To Whom?
  - History of support
  - Volunteers
  - Already “raised their hand”
  - Older
  - No children
  - Donors with whom you already have a strong relationship
  - Listen for clues
    - “I don’t have much. I wish I could do more.”
    - “You know, we don’t have any children...”
    - “I believe my children are well taken care of ...”
    - “Our family has been very blessed. We wish to share with those who have less resources and opportunities.”
    - I don’t want my estate to be eroded by taxes.

# How to Discuss Planned Gifts

- Don't focus on death
  - Instead, talk about how your donors can create a legacy
- Provide reasons and resources to create a will
  - Creating a will is the best way to protect the people and causes they love
  - Having a will ensures your wishes are known, and saves your loved ones the stress and cost of intestate probate proceedings
  - Include sample [bequest language](#)
- Mention the benefits of Planned Giving
  - Bequests are a way for donors to make a large, meaningful gift — one that they might not be able to make otherwise
  - If they care about your organization and cause, this is an incredible way for them to have a lasting impact.
  - Emphasize the long-term impacts of planned giving
  - And yes, you should mention tax advantages

# How to Discuss Planned Gifts

- Talk About the “Cool Kids”
  - Include stories of planned giving donors
  - “Many of our supporters like you have included our organization in their will”
- Include Planned Giving as a One of Several Ways to Give
  - Three legged stool
    - Unrestricted
    - Capital
    - Planned Gift
- Avoid Technical Language
  - “Make a gift to XYZ in your will” performed better than “make a bequest gift to XYZ”
    - [Professor Russell James](#)

# How to Talk About Planned Giving

- Be a Human - Not an Institution
    - With everything going on in the world from pandemics to protests, it's more important than ever to communicate with donors in a genuine, authentic way
    - When reaching out to supporters to talk about planned giving, tell them how you're doing
      - Give them a peek behind the scenes of your organization or your life.
    - Make sure that your donors or supporters know you care about them
      - Provide them with ways to reach out — even if it's just to talk about how they're doing.
  - Don't Ask for a Gift in the First One-On-One Conversation!
    - Use the first conversation you have with a potential planned giving donor to get to know them better
      - Ask them open-ended questions about them, their families, or why they support your organization
    - When you ask for the meeting, you can even tell them that you don't intend on asking for a gift
      - Let them know that you just want to learn more about them or thank them for their previous contributions
- At the end of the initial call or meeting, try to schedule another meeting with a specific purpose in mind



# How to Discuss Planned Giving

- [PAPPA](#) (WSU)
- [Strategic Questions for Planned Giving from the Osbourne Group](#)
- Ethical Code for Gift Planners
  - [Model Standards of Practice for Charitable Gift Planners](#)
- Donors Rights
  - [Donor Bill of Rights](#)

# Types of Planned Gifts

- Split Interest Gifts
  - Charitable Gift Annuity
    - [ACGA](#)
  - Charitable Remainder Trusts
    - Unitrust
    - Annuity Trust
    - Lead Trust
  - Retained Life Estate
  - Pooled Income Funds
    - [IRS website](#)
- Bequests
  - 90% of all deferred gifts are bequests
  - In 2020, bequest gifts accounted for \$41.91 billion, or 9% of all gifts (total \$471.44 billion)
    - [Bequest Administration](#)
- Beneficiary Designations
  - IRD
  - Life insurance

# Current Gifts of “Non-Cash” Assets

- Appreciated Securities
  - Transfer shares to the charity’s account
  - Avoid capital gain tax
  - Full fair-market deduction
  - May repurchase shares to establish new “cost-basis”
    - [Sample](#)
- Real Estate
  - Careful! Need to have a policy in place that outlines due diligence
    - Environmental Phase 1
    - Appraisal, Title Insurance, etc.
  - Transfer title to charity



# Current Gifts of “Non-Cash” Assets

- Qualified Charitable Distribution from IRA (QCD)
  - May give up to \$100,000 per IRA owner
  - Must be 70.5 or older
  - Qualifies for RMD
  - Not taxable to donor, not tax-deductible either
    - [Sample](#)

# Introduction to Planned Giving

- Now You Are an Expert!
  - What will you do with this information next week or next month too implement planned giving at your organization?
    - Please write you answer in the chat!



# Q & A

- Questions?
- My Contact Information:
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- Special thanks to the Leave 10 South Sound Sustaining Partners:
  - Greater Tacoma Community Foundation
  - The Ben B. Cheney Foundation
  - Community Foundation of South Puget Sound
  - MultiCare Foundations
  - Cornerstone Financial for their annual support

Are you a [Leave 10 Champion](#)?

I hope you will join me and over 100 others by saying YES!

