

AFP UTAH CHAPTER

THURSDAY, OCTOBER 26, 2017

Nancy Michalko, Executive Director,
Development, Salt Lake Community College

Katherine Fife, Principal, Philanthropy
Matters, LLC

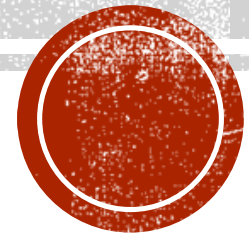
Kendra Angell, Director of Development,
Salt Lake Community College





PLANNED GIVING:

A contribution that is arranged in the present and allocated at a future date



MYTHS

- Donors have to be 70 years old to participate
- Maintaining a planned giving program is costly
- We don't have enough "wealthy" friends in our organizations
- A planned giving program impacts current gifts



Bequests account
for \$16.3 Billion

8% of all giving
last year



IT'S THE EXACT RIGHT TIME




Millionaires and the Millennium: New Estimates of the Forthcoming Wealth Transfer and Prospects for a Golden Age of Philanthropy by the Social Welfare Research Institute in 1999 by John J. Havens and Paul G. Schervish predicted the wealth transfer as baby boomers aged.

Recent study - still holds true...despite recession and prolonged downturn in the equity markets

Based on the average real growth rate during the previous 51 years, wealth owned by the entire population alive in 2052 will reach \$196 trillion (1998 dollars.)

The question is not whether \$41 trillion will be transferred but how much more than \$41 trillion will be transferred.



**\$41 TRILLION
WEALTH
TRANSFER**

BLENDING GIFTS

- Outright gift ask + planned gift ask = Greater than the sum of its parts. Understanding that philosophy will help you close them well. Also, donor-centricity cannot be stressed enough. All the blended gift talk in the world will go nowhere if the donor is not passionate about the topic.



MORE ABOUT BLENDED GIFTS

Increase the impact of your giving
Preserve wealth for you and your family
Enjoy greater tax savings
See the results of your giving today

How blended gifts work

- A planned gift can be added to your annual gifts of cash or property this year to increase the impact of your giving, provide greater tax savings, preserve wealth for you and your family and further our mission.

Some ideas for you to consider include a charitable bequest, charitable gift annuity and charitable remainder unitrust.

- If you have already included a bequest in your will or created another planned gift, you could begin to see the impact of your giving today by making outright gifts of cash or property. You can avoid capital gains taxes by making a gift of your real estate, stock or other appreciated investments.
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IT'S' STILL ALL ABOUT THE RELATIONSHIP

- Good interpersonal skills
- A proactive mindset
- Simplicity and understanding



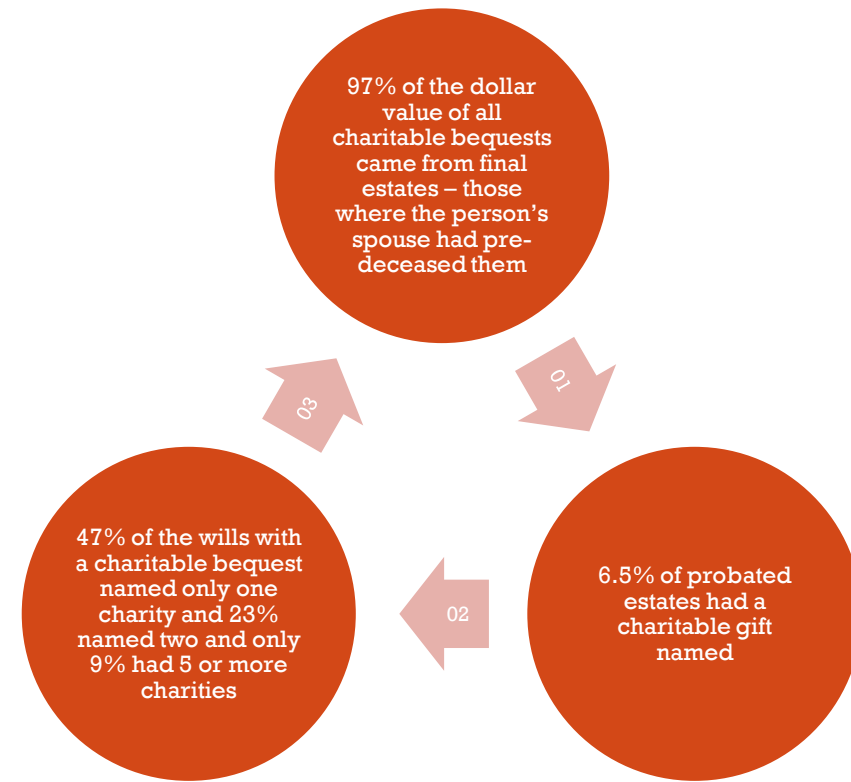
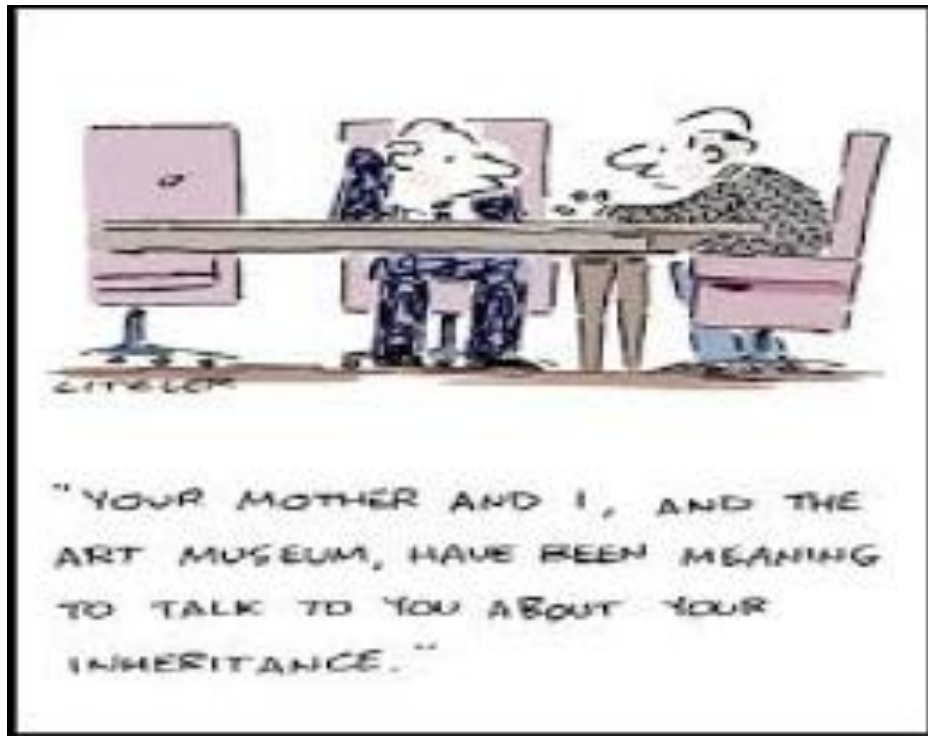
**WILL NOT
SOLVE
IMMEDIATE
NEEDS**



**An investment
in the future**



CHARITABLE GIVING THROUGH WILLS



IT'S NOT THAT COMPLICATED

-
- “I give to XXXX, a non-profit corporation, \$_____ to be used for XXXX’s charitable purposes [or ‘to be used for’] [or ‘to be added to the _____ Fund’] [or ‘to establish the _____ Fund for the following purposes...’].”
-

■ **Percentage Bequest**

- “I give to XXXX, a non-profit corporation, _____% of my residuary estate, both real and personal, to be used for XXXX’s charitable purposes [or ‘to be used for’] [or ‘to be added to the _____ Fund’] [or ‘to establish the _____ Fund for the following purposes...’].”
-

■ **Residuary Bequest**

- “I give to XXXX, a non-profit corporation, the remainder of my estate, both real and personal, to be used for XXXX’s charitable purposes [or ‘to be used for’] [or ‘to be added to the _____ Fund’] [or ‘to establish the _____ Fund for the following purposes...’].”
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-



CREATE ACTION PLAN



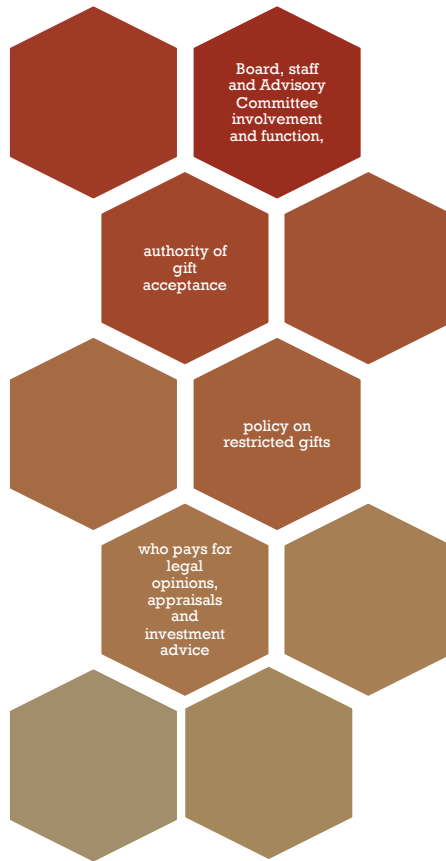
- Goals/Expectations for the program
- Identify specific staff member
- Decide on scope of program
- Timeline
- Budget
- Create donor recognition/stewardship strategy





GET LEADERSHIP ON BOARD





CREATE POLICIES AND GUIDELINES



Administrative
practice

Tracking
donors

Recognition

CREATE SYSTEMS





A CASE FOR GIVING

Purpose:
What is the
impact of your
organization?

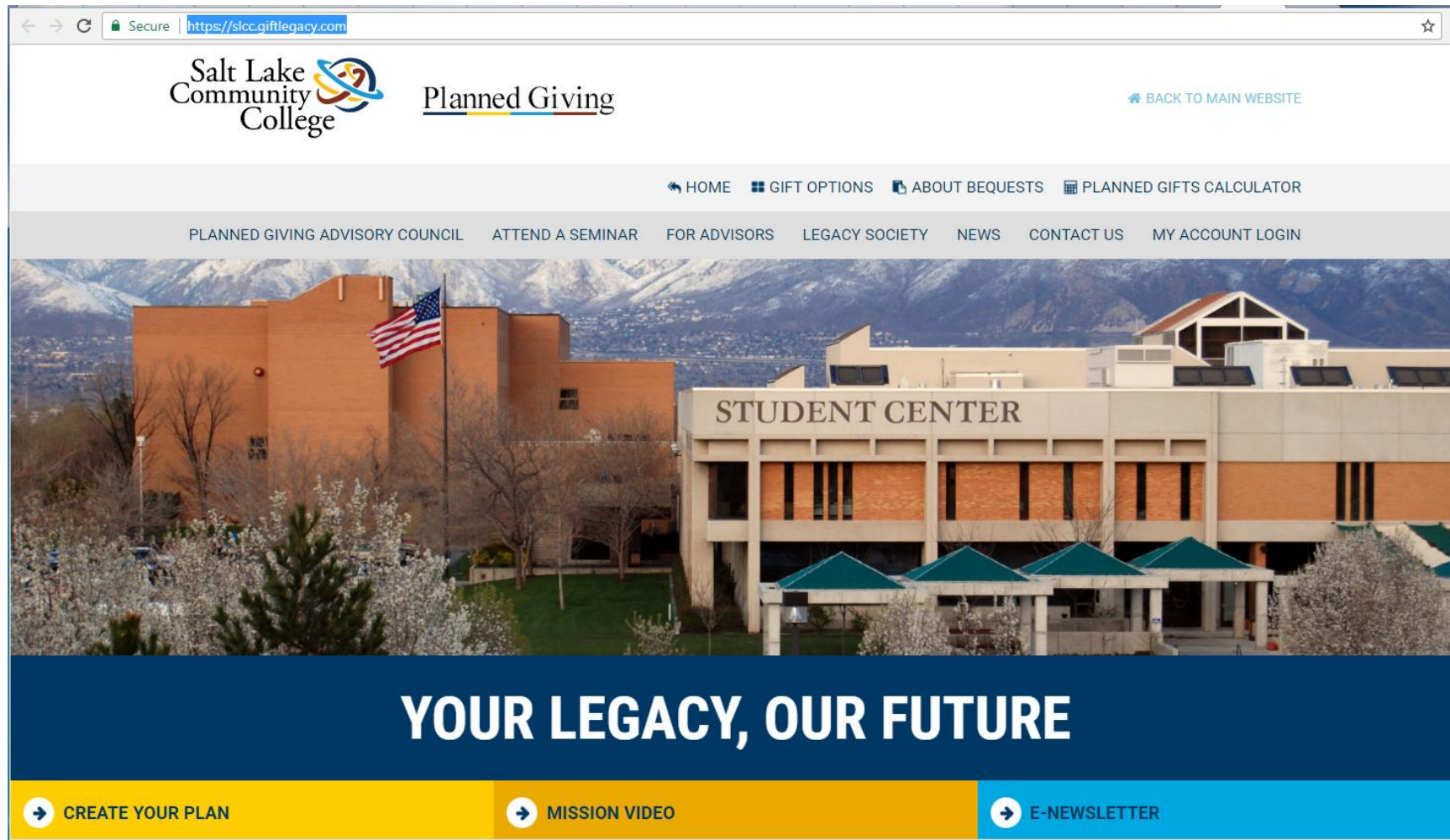


DEVELOP MARKETING MATERIALS

Comprehensive
promotional materials;
direct mail; newsletter;
wills clinics and estate
planning seminars;
information luncheons;
existing programs and
through professional
advisors



WEB PRESENCE



CREATE A PROFESSIONAL ADVISORY COMMITTEE

Focus on the Donors;
bringing the non-profit,
legal, financial and tax
professionals together

PGAC become
enthusiastic
ambassadors for your
organization



EXPECTATIONS- PGAC

**Advocates
Advisors**

**No formal
authority**



POTENTIAL MEMBERS

Attorneys at Law

Financial Planners

Certified Public Accountants

Trust Officers

Philanthropy Advisors

AEP- Accredited Estate Planners



IMPORTANT TO HAVE....

Job
descriptions-
Qualifications

Bylaws; terms of
appointment

Strategic plan
with
measureable
goals

Onboarding
Participation
requirements

Council
structure; good
leadership, clear
responsibilities



WHY ARE YOU ON THE COUNCIL?



1

Expand Donors for the College

2

Provide critical feedback on technical, marketing and client issues, and become a sounding board for policy procedure review as well as program strategy



Active source of expert consultation, estate planning, referrals and introductions to potential donors and advisors

Advice when necessary for gift acceptance and negotiation

Seminars/Education

Regular meetings and opportunity to network

COUNCIL ACTIVITIES



ANNUAL CALENDAR OF ACTIVITIES

Meetings;

January, March,
June, September,
November

Introductory President's

**Leadership
Breakfasts;**
February, May

Seminars;

Eight; Sept-May

**Scholarship
Brunch;** March

Golf Tournament;
September

Dinner Social;
August



Wealth Planning

401K distribution

Social Security Planning

Under 45 planning

Having the charitable conversation



SEMINAR TOPICS

SERVICE

- Provide articles, information for newsletter, website
- Spokesperson for College when expert needed
- Advice on campus for retirees



RESOURCES

- *Raising Money Through Bequests* by David Valinsky
- *Planned Giving Simplified; the Gift, the Giver and the Gift Planner* by Robert Sharpe
- *The Complete Guide to Planned Giving* by Debra Ashton, Ashton Associates
- *Donor-Centered Planned Giving Marketing* by Michael J Rosen
- The Stetler Company - - - Crescendo
- Planned Giving Design Center
- AEP-Accredited Estate Planners
- Local Group; UPGRT- Utah Planned Giving Roundtable www.upgrt.org



AFP SUPPORT FOR PLANNED GIVING

- **AFP Audioconference** Audiotape (KRM Code: FRE5996-0). "There Are More Planned Gifts Than Ever--How Can You Get Your Share?" Available for purchase from KRM Information Services, Inc., 800-775-7654.
- **AFP Resource Center**. Contains a large variety of material on planned giving, and staff can answer specific questions or perform a bibliographic search to develop a list of potential resources.
- **AFP International Conference on Fundraising**. The Conference has a track on planned giving, including sessions that cover estate planning, managing an integrated planned giving program, annuities, bequests, and legacy marketing.
- **AFP Marketplace**. Numerous volumes about planned giving are available online from AFP.





QUESTIONS
