



# Toolbox to Start or Re-energize Your Gift Planning

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September 18, 2015



# Lay a Sure Foundation for Success

- Assess Organizational Readiness, including Board of Directors Support
- Gift Acceptance Policies, including planned gifts
- Administration
- Training
- Stewardship
- Marketing – when it’s not all you do
- VISITING DONORS



# Case for Planned Giving: Facts & Figures

- About 80% of Americans engage in charitable giving each year, but only about 5 to 6% of Americans over 50 have a charitable estate plan in place. Even among substantial donors (\$500+) over age 50, fewer than one in 10 have a charitable estate plan. –Give & Take Jan vol. 47 no. 1
- Based on IRS data from 1996 through 1997), charitable bequests of estate tax paying donors/decedents on average were triple their during-life giving to charities. –Planned Giving Advisor
- By 2030, at least \$6 trillion in wealth transfers are expected to be bequests. – Virtual Giving
- In 2013, 98.4% of high net worth households gave to charity. The greatest percentage gave to education (85.2%) and basic needs (80.7%) organizations, followed by 69.6% to the arts, 67% to health related organizations, and 66.7% to religious organizations. –2014 US Trust Study

# Case for Planned Giving: Facts & Figures (cont.)

- In 2008, 7 of the 10 largest gifts to charity were in the form of bequests
- In 2010, charitable bequests totaled \$22.83 billion or 8% of total giving.  
–Giving USA
- Nationally about 70– 80% of the planned giving revenue comes from bequests.  
–CASE statistics & Giving Matters Philanthropic Counsel
- While other types of contributions slow in recessions – bequests grow.  
–Chronicle of Philanthropy
- Once a charity is included in a will it is unlikely to be removed. While 69% of donors change their will, only 25% change a gift in their will. –John Brown
- Nationally, the statistic is that you will know about 1 in 7 bequests.
- Childlessness is the single strongest demographic predictor of including a charitable bequest in one's estate plan. – Russell James, American Charitable Bequest Demographics
- 70% of donors who made planned gifts did so **because they were asked.**  
–Giving Matters Philanthropic Counsel

# Case for Planned Giving: Myths & Hurdles

**MYTH:** Planned giving is only for older people

**REALITY:**

Average age at time of first will 44

Average age at time of first bequest 49

Percentage of remainder trust donors under age 55 – 34%

**MYTH:** Only wealthy people are planned giving prospects

**REALITY:**

Bequests are the major gift of the middle class. Many want to give, but need to preserve their wealth during their lifetime.

## Hurdles to Giving

- We'll live too long; die too soon; encounter a catastrophic illness or face a mental or physical disability
- The general instability of financial markets and in the political arena



# Assess Organizational Readiness, including Board of Director Support



# Gift Acceptance Policies, including planned gifts



# Administration





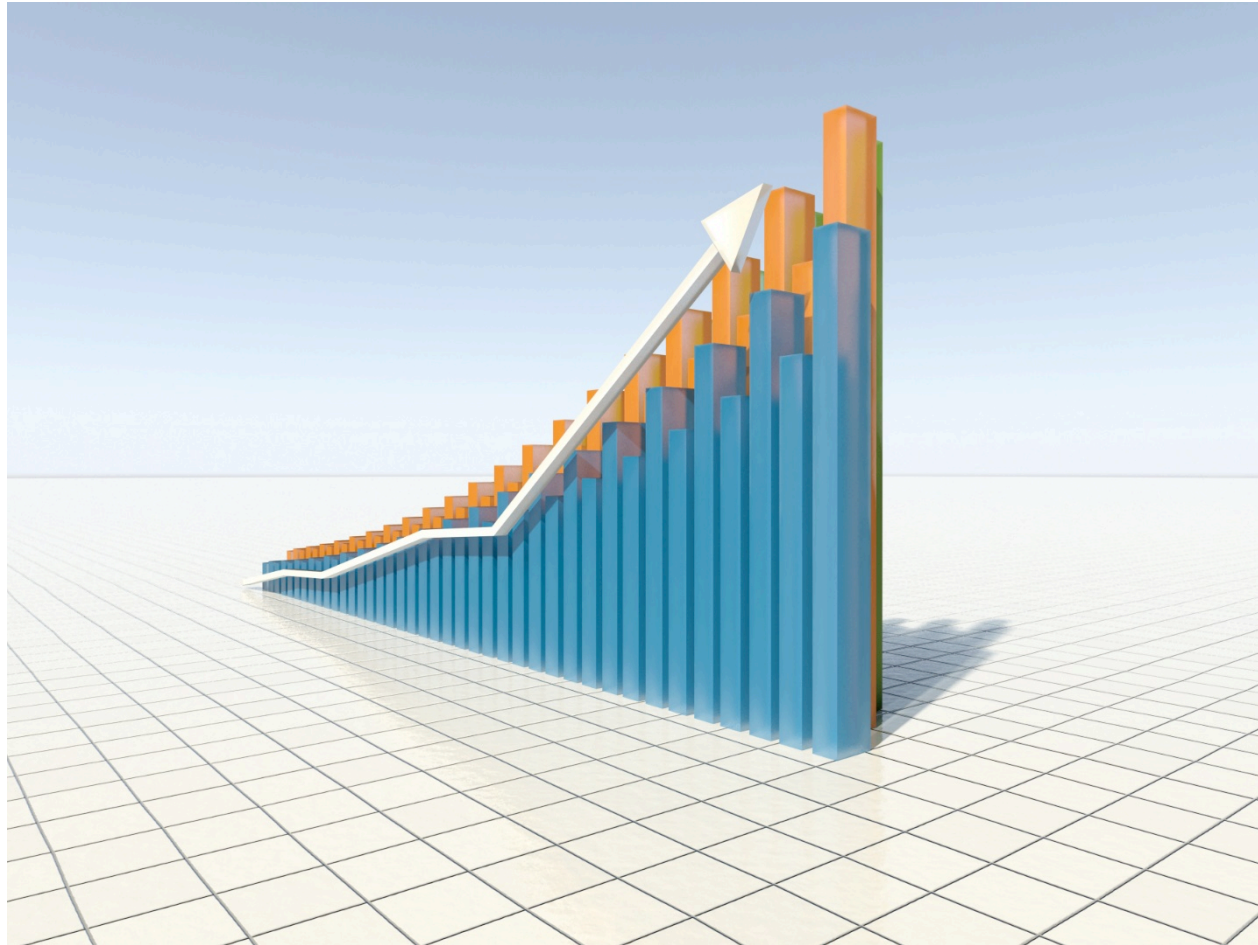
# Training



# Stewardship



# Marketing – when it's not all you do



# The Toolbox



# So Why Do We DO This?



**THANK YOU for coming...**

**And don't forget...**

**HAVE FUN!**