



Toolbox to Start or Re-energize Your Gift Planning Program

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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 1986 through 1997, charitable bequests during those years exceeded donors' total lifetime charitable gifts by nearly **triple**. -*Planned Giving Advisor*
- By 2030, at least \$6 trillion in wealth transfers are expected to be bequests. - *Virtual Giving*
- 98.4% of high net worth households gave to charity in 2013. 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:

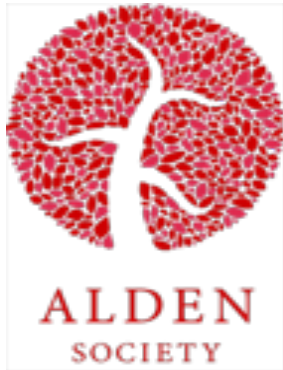
Bequests are the major gift of the middle class. Many want to give, but need to preserve their wealth during their lifetime.

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



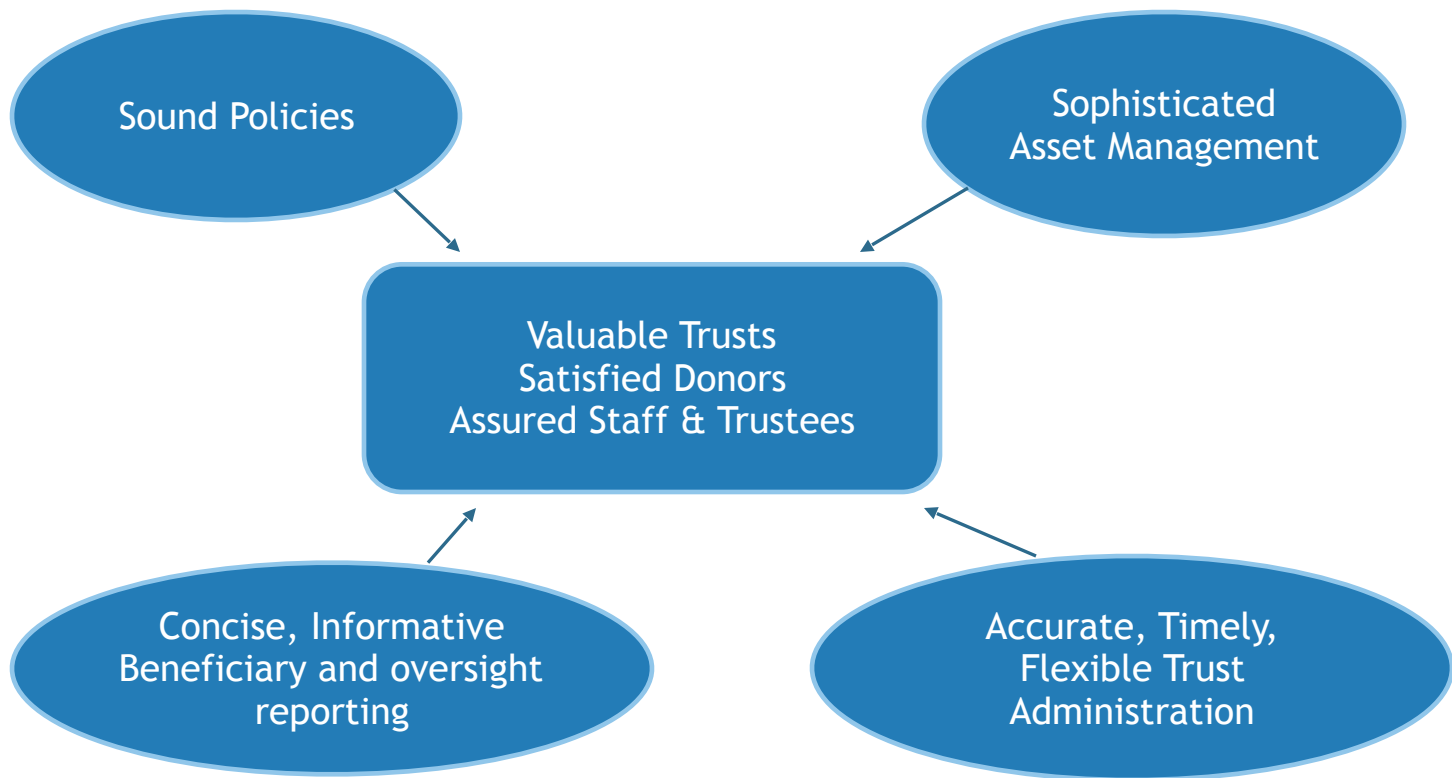
Case for Planned Giving: Others are...successfully



Research shows the most important question donors they tend to ask themselves when considering a bequest: *“which charity (or cause) is part of my life story?”*

- Campbell & Company 2007

Essential Elements of a Well-Designed Program



Assess Organizational Readiness, including Support by Board of Directors



Gift Acceptance Policies, including planned gifts



Administration



Training



Stewardship



Marketing - when it's not all you do



Marketing - when it's not all you do

- ✓ Identity & branding, including creation of donor recognition society
- ✓ Identification of Lead Donor willing to be highlighted
- ✓ Piggy back on work you're already doing and add a few others:
 - Annual Fund mailings
 - Web site, including social media
 - Newsletters and other placement opportunities
 - Create planned giving brochure that can be used with advisors or given to prospective donors outlining gift options.
- ✓ Visit prospects

So Why Do We DO This?





**THANK YOU for coming...
And don't forget...**

HAVE FUN!