Visionary
Philanthropic Consulting, LLC

Planned Giving:
You Have NOTHING to Fear

August 22, 2024

Your Session Leaders & Subject Matter Experts:

David E. Krause, DMin, CFP, FAHP
Chief Consultant & Lead - Healthcare

For 40 years David has served in senior leadership positions at Hospitals, Universities and religious organizations. He has built compelling programs, effective high-functioning teams, led $150 million + campaigns and completed the first public private partnership in healthcare when he was President and CEO at Parkland Hospital Foundation.

Chris Pulkrabek, MNM, CAP®
Consultant Lead, Planned Giving

For 30 years Chris has been a fundraising specialist, primarily in healthcare. Over the past 18 years she has focused on building and growing planned giving programs. Chris is passionate about developing meaningful and impactful relationships with non-profit organizations and serving as a coach and a mentor to non-profit professionals.

Confused?

Is it?

- Planned Giving
- Legacy Giving
- Gift Planning
- Estate Giving

Essentially, all these include

- A donor's intention to contribute a substantial gift as a part of their estate
- Ensures that a donor's values and philanthropic goals continue to be supported
- Enable donors to give more than they might be able to during their lifetime.

- Includes current gifts (like cash or stock donations)
- Deferred gifts (such as bequests or charitable trusts)
- Typically requires coordination with financial advisors, attorneys, and tax professionals to maximize benefits for both the donor and the charity.

Why Planned Giving

Transfer of Wealth
$30 Trillion in Assets

Planned Giving can generate up to 1/3 of a nonprofit's annual revenue

Planned Giving donors increase their annual giving by and average of 75%

Bequests are up to 1,000 times larger than a donor's typical donation.

Average bequest is $78,000 (FreeWill)

Did you know?

Not just for the wealthy

Over 80% of a person's estate is non-cash assets

Everyone DOES have a Will

You decide or the government decides for you

Only 33% have an estate plan

Average age of first will if 44, first bequest is 49

Common Myths = Fear

- It's too personal
- I might offend my donor
- I have to talk about death
- It's too complicated
- I need to be an expert

And…the acronyms!

- TOD
- PoD
- RMD
- IRA
- QCD
- DAF

- CGA
- CRT
- CRAT
- CRUT
- CLT
- RLE

Making some sense of it all

Relatively easy to implement

- Bequest (Will/Trust)
- Retirement account designation
- Stock/Appreciated Assets
- Life Insurance
- Transfer on death (TOD)
- Payable on death (POD)
- IRA distributions
  - Required minimum distributions (RMD)
  - Qualified Charitable Distribution (QCD)

More complicated to implement

- Donor Advised Fund (DAF)
- Tangible Personal Property
- Charitable Gift Annuity (CGA)
- Charitable Remainder Trusts (CRT)
  - Charitable Remainder Unitrust (CRUT)
  - Charitable Remainder Annuity Trust (CRAT)
- Charitable Lead Trust (CLT)
- Retained Life Estate (RLE)

Most Common Planned Gifts

Bequests account for
85%
of Planned Gifts.

- Retirement Assets: Donors can name charities as beneficiaries of retirement accounts, such as IRAs or 401(k)s. This type of gift can constitute about 5-10% of planned gifts.

- Beneficiary Designations:
  - TOD/POD
  - Life Insurance

Endowments

- Legacy – Named Funds

- Flexibility
  - Current
  - Blended
  - Estate

- Perpetual income to the Charity

- Enhanced financial security

- Ensured continuation of programs or research

Your Role = Relationships

Planning Above the Line

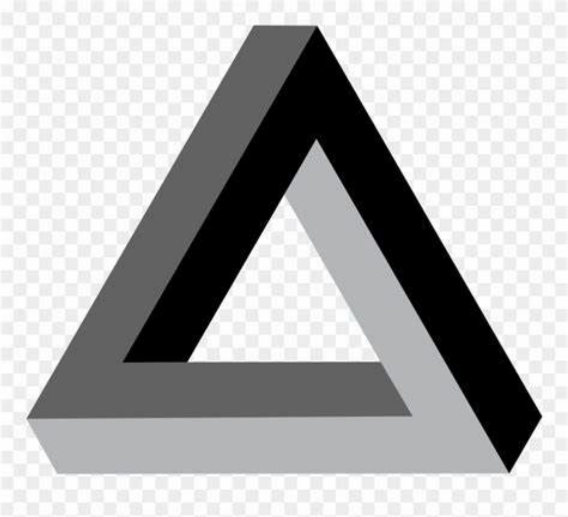
Why?

Planning Below the Line

How?

The Right Side of the Table – Todd Fithian and Scott Fithian

Engaging in Meaning



A Paradox

- Dealing with two things that don't go together, but they can!
- The meaning often grows out of something bad or negative and turns into something meaningful and good

Ask Questions – Be Curious

- Who has impacted you most in your life
- Who do you admire
- What is your significance
- How do you feel about your financial situation
- What other organizations are important to you
- What is your definition of success
- What do you want your legacy to be

Listen and Learn

- Marital Status
  - Single, never married
  - Divorced
  - Re-Married
- Family
  - Parents
  - Children
  - Blended family
- Age
- Education
- Spirituality
- Hometown/Country
- Influences
- Business
- Property
  - Farmland
  - Vacation Homes/Cabins
  - Oil/Mineral Interests
- Hobbies
- Travel

Promote & Share

- Legacy Society
  - Documentation
    - Gift Agreements (GA)
    - Letter of Intent (LOI)
  - Recognition
- Website
- Newsletters
- Printed materials/Collateral
- Social Media
- Direct Mail
- Surveys
- Workshops/seminars
- Collaborate with Professional Advisers
- Network with Community Foundations
- Personalize outreach to donors

Questions & Answers

Thank you

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