Effective Ways to Have the Planned Giving Conversation With Donors

Southeast Regional Conference
Charleston, SC
May 31, 2012
Learning Objectives (Part I)

After Part I Participants Will Be Able To:

1. List and Experience The Four Stages In Closing A Planned Gift
2. Describe The Three Types of Planned Giving Vehicles
3. Know Where to Go for Technical Help

Learning Objectives (Part II)

After Part II Participants Will Be Able To:

1. Ask for the Planned Gift
2. State the Case for An Endowment
3. Respond to Objections
Practice Conversation

1. Where were you born?
2. Where do you live now?
3. What were you doing before United Way?
4. How long have you been at United Way?
5. What do you do for United Way?
6. What attracted you to United Way?
Deeper Conversation

1. What is the greatest gift you have ever given?
2. What is the greatest gift you have ever received?
3. If you were given total control over $1 million dollars…but had to give it away…but not to family or friends….how would you give away the money?
HOW DO YOU EARN THE RIGHT TO OPEN UP THE DOOR TO THE PLANNED GIVING CONVERSATION?
Types of Asks

Transactional

Stop and Think

Transformational

Request Romance Request

Request Romance Request

Request Romance Request
4 R’s and Consultative Selling

• Relating (Romance)  *Do They Trust Me/United Way?*
• Discovery (Research)  *Do They See A Need for EPG?*
• Advocating (Request)  *Does EPG Meet Their Need?*
• Supporting (Recognition)  *Will They Be Satisfied?*
Four Phases of Planned Giving

- Support
- Recognition
- Relating
- Romance
- Advocating
- Request
- Discovery
- Research
Getting to the Ask

- Appointment
- Preparation
- Cultivation, Phase II Relating Romance
- Phase III Discovery Research
- Phase IV Advocate Request
- PG Gift or Commitment
- No
Who Are Your Planned Giving Prospects? *

1. Volunteer Leaders
2. Major Donors
3. Long-Term Donors

* Because of time limitations this class will not focus on “support and recognition”
GETTING THE APPOINTMENT

THIS (YOUR NAME) FROM UNITED WAY. YOU HAVE BEEN SO LOYAL (IMPORTANT) TO UNITED WAY OVER THE YEARS I WOULD REALLY VALUE THE OPPORTUNITY TO MEET YOU...AND EXPRESS OUR THANKS BUT MORE IMPORTANTLY...GET YOUR FEEDBACK ON HOW WE ARE DOING.
Relating and Romancing

1. How did you first get involved with United Way?
2. When did you make your first gift and why?
3. What is the most important role of United Way in the Community and Why?
4. Looking out 10 to 20 years ---- what will be the greatest challenge facing United Way?
5. What do you believe our greatest long-term priority should be?
OPEN DOOR TO ANOTHER VISIT...DON’T JUST SAY GOODBYE!

I REALLY ENJOYED THIS VISIT...AND CONVERSATIONS LIKE THESE ARE SO IMPORTANT TO ME IN HELPING TO IMPROVE OUR UNITED WAY. AS WE MAKE PROGRESS I’D LOVE TO CHECK IN WITH YOU AGAIN...YOU BE OPEN TO ANOTHER VISIT?
I’VE BEEN HAVING CONVERSATIONS WITH MANY OF OUR (FRIENDS, DONORS, LEADERS) ABOUT UNITED WAY’S FUTURE AND THAT IN ADDITION TO THEIR ANNUAL GIFTS...WOULD THEY CONSIDER MAKING A PLANNED GIFT TO UNITED WAY.

IS THAT SOMETHING YOU WOULD EVER CONSIDER?
IF YOU WERE TO CONSIDER A PLANNED GIFT TO UNITED WAY....

....WHAT TECHNIQUE MIGHT YOU USE?
THERE ARE THREE BASIC WAYS TO MAKE A PLANNED GIFTS…

1. GIFTS THAT HELP TODAY
2. GIFTS THAT HELP TOMORROW
3. GIFTS THAT RETURN AN INCOME TO YOU
GIFTS THAT HELP TODAY

BY GIVING GIFTS OF APPRECIATED STOCK…YOU MAY OFTEN MAKE A MUCH LARGER GIFT…AND GREATER IMPACT…THAN POSSIBLE THROUGH GIFTS OF CASH.

YOU RECEIVE A TAX DEDUCTION FOR THE CURRENT VALUE…and avoid paying capital gains on the appreciation.

YOU RECEIVE TWO TAX BENEFITS THROUGH ONE GIFT
GIFTS THAT HELP TOMORROW

YOU MAY WISH TO CONSIDER THE BENEFITS OF NAMING UNITED WAY AS A BENEFICARY IN YOUR WILL, IRA, OR THROUGH LIFE INSURANCE.

IN THIS WAY YOU COULD PLAN FOR THE FUTURE WITHOUT TAKING RESOURCES AWAY FROM YOUR CURRENT NEEDS.

YOUR ARE LOOKING AHEAD AND MAKING A GIFT AT A TIME YOU NO LONGER NEED IT.
GIFTS THAT RETURN AN INCOME TO YOU

NEXT TO BEQUESTS...GIFTS THAT RETURN AN INCOME TO THE DONOR ARE THE MOST POPULAR PLANNED GIFT.

YOU MAKE A GIFT AND IN RETURN YOU RECEIVE AN INCOME FOR LIFE OR A FIXED PERIOD OF TIME.

EXAMPLES INCLUDE CHARITABLE GIFT ANNUITIES AND CHARITABLE REMAINDER TRUSTS
I AM NOT AN EXPERT

I AM NOT AN EXPERT…but I do have information that explains these three ways to give….

…and we have volunteers (and/or people at our national office) who are very familiar with these giving techniques.
Part II Objectives

After Part II Participants Will Be Able To:

1. Ask for the Planned Gift
2. State the Case for An Endowment
3. Respond to Objections
YOU ARE IMPORTANT TO UNITED WAY... AND TO THE COMMUNITY ... YOUR GIVING HELPS TODAY... BUT IS ALSO IMPORTANT TO THE FUTURE.

I'D LIKE TO INVITE YOU TO JOIN OTHER (LEADERS, DONORS, LOYAL FRIENDS) IN MAKING A PLANNED GIFT TO UNITED WAY. WILL YOU?
Advocating and Requesting

WHICH PLANNED GIVING TECHNIQUE WILL YOU USE?

GIVING NOW?

GIVING LATER?

OR GIVING AND RECEIVING?
Advocating and Requesting

SO THAT WE CAN HONOR YOUR WISHES AND PROVIDE A DOCUMENT THAT WILL HELP UNITED WAY PLAN FOR THE FUTURE...WOULD YOU PLEASE COMPLETE THIS LETTER OF INTENT?
THE PURPOSE OF THE ENDOWMENT FUND

THE PURPOSE OF THE ENDOWMENT IS TO IMPACT MORE LIVES IN OUR COMMUNITY….

…THE ENDOWMENT EXTENDS UNITED WAY’S IMPACT BEYOND THE REACH OF THE ANNUAL CAMPAIGN.
The Endowment Will:

1. Impact the community during periods of **economic decline** when **services are needed most** but campaign revenue declines.

2. **Strengthens** United Way’s flexibility in responding to community emergencies, natural disasters, unforeseen circumstances or new opportunities.

3. **Grows and diversifies resources** beyond the annual campaign to impact more lives.
OBJECTION: IF WE GET INTO PLANNED GIVING OR BUILDING AN ENDOWMENT IT WILL COMPETE WITH THE ANNUAL CAMPAIGN

NOTHING COULD BE FURTHER FROM THE TRUTH. INDIVIDUALS WHO MAKE PLANNED GIFT COMMITMENTS ARE STRONGER ANNUAL DONORS

UNITEDWAYS FOCUSING ON PLANNED GIVING AND BUILDING THEIR ENDOWMENT FUNDS....ARE MORE SUCCESSFUL AT ANNUAL FUND RAISING.
OBJECTION: THE ROLE OF UNITED WAY IS TO RUN AN ANNUAL CAMPAIGN...THE COMMUNITY FOUNDATION’S ROLE IS PLANNED GIVING

THE MISSION OF UNITED WAY IS (STATE YOUR MISSION).  PLANNED GIVING IS A TECHNIQUE TO SUSTAIN OUR MISSION IN A WAY NOT POSSIBLE THROUGH THE ANNUAL CAMPAIGN.

TYPICALLY DONORS INCLUDE MULTIPLE CHARITABLE ORGANIZATIONS IN THEIR ESTATE PLANS...WE ARE SIMPLY ASKING TO BE CONSIDERED IN THEIR ESTATE GIVING IN THE SAME PERPORTION WE REPRESENT IN THEIR ANNUAL GIVING.

WE ARE NOT TAKING DONORS AWAY FROM OTHER CHARITIES BUT SIMPLY ASKING OUR LOYAL DONORS TO MAKE PLANS TO PERPETUATE THEIR ANNUAL SUPPORT OF UNITED WAY PAST A LIFETIME.
OBJECTION: WE HAVE SO MANY CRITICAL NEEDS NOW WE CAN’T FOCUS ON SOMETHING THAT MIGHT NOT HAPPEN FOR YEARS

THE REALITY IS UNITED WAY’S WITH ENDOWMENTS HELP MORE PEOPLE THAN THOSE THAT DO NOT. WE ARE SIMPLY SAYING TO OUR DONORS…IN ADDITION TO YOUR ANNUAL GIFT…WOULD YOU MAKE A PLANNED GIFT TO OUR ENDOWMENT. RATHER THAN TAKING MONEY AWAY FROM CURRENT NEEDS TO ARE CREATING ADDITIONAL DOLLARS THAT WILL HELP MORE PEOPLE IN OUR COMMUNITY
“Thrift is a wonderful attribute…
…..particularly in an ancestor”
Thank you
The Community Leaders Conference
Virtual Conference and Digital Portfolio

Watch keynote presentations with your team
Access video of more than 40 sessions
Download powerpoints and executive summaries of 100 learning sessions

The Virtual Conference is being offered at a reduced rate of $195 for in-person attendees and is only $350 for non-attendees.
## Which Is Better Choice?

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<tr>
<th>New Account Strategy*</th>
<th>Planned Gift Strategy Existing Donors</th>
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<tbody>
<tr>
<td>10 Calls</td>
<td>10 Calls</td>
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<tr>
<td>1 New Gift</td>
<td>1 New Planned Gift</td>
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<tr>
<td>$100.00</td>
<td>$20,000</td>
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*Based Upon Assumptions Above You would need to call on 2,000 new prospects to equal $20,000 Planned Gift