Become a... Nonprofit Hero

Easy Steps to Planned Giving Success!

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Central Pennsylvania AFP & Susquehanna Valley Council of CGP
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The Framework
The Usual Approach

Research → Engage → Cultivate → Thank → Ask → Research
The Five Step Framework

- Ask
- Thank
- Engage
- Research
- Cultivate
Why start with thanking?

- It’s fun
- It’s easy
- They’re already donors
- It increases donor retention
Why start with donors?

Avg. NPO loses 55% of donors each year.

19% Not thanked for last gift
16% Not asked to donate again
14% Not told how funds were use
5% Dissatisfied with use of last gift
ID Your BEST PG Prospects

Easy to identify:

• Current donors
• Board & committee members
• Engaged volunteers
Why planned gifts?

- They’re already happy donors (both/and)
- The Big Secret is…
- Combines personal & philanthropic goals
- Once in the will, likely to remain in the will
- Transformational gift (10x annual gift)
Why planned gifts?

- Helps donors integrate charitable giving into financial, tax & estate plans
- Achieve Operating + Campaign Goals ($$ + engagement #s)

Assets (versus checkbook)
Structure
Timing
The Five Steps
Step 1 - Thank

Saying: Everyone can thank

Trait: Grateful

Case Study: She’d rather talk to plants

Action: Assign thankers to new donors

“Gratitude is the memory of the heart.” ~ French Proverb
Step 1- Thank

Donor Retention-PG donors often DOUBLE their annual gift

• Thank more than ask
• In-person stewardship visits
• Events & meetings
• Communications
Step 2-Engage

**Saying:** Catch them coming & going

**Trait:** Receptive

**Case Study:** What I learned saying good-bye

**Action:** Station “farewellers” at exits

“Man is the only animal that laughs and weeps, for he is the only one... struck by the difference between what things are and what they ought to be.”

~ William Hazlitt
Step 2 - Engage

- Maximize events
- Appreciative Inquiry
- Create customized, mission-focused messaging
Step 3 - Research

Saying: Hidden in plain sight

Trait: Curious

Case Study: The fond grandfather

Action: Review lists… often!

“The cure for boredom is curiosity. There is no cure for curiosity.” ~ Dorothy Parker
Step 3 - Research

Resources

- **Internal** (data, board, staff, surveys)
- **External** (Zillow, publicly held stock, contributions, LinkedIn, news)
- **Vendors** (WealthX, Pentera, Stelter)
Step 4 - Cultivate

Saying: Nothing sells the Zoo like the Zoo

Trait: Vibrant

Case Study: The Boa in the Boardroom

Action: Set experiential as well as $ goals

“May you live all the days of your life.” ~ Jonathan Swift
Step 5 - Ask

Saying: Be prepared

Trait: Resourceful

Case Study: Pitching *thirtysomething*

Action: Have 3 ideas for each prospect

“I am prepared to meet my Maker. Whether my Maker is prepared for the great ordeal of meeting me is another matter.” ~ Sir Winston Churchill, on the eve of his 75th birthday
Step 5 - Ask

Saying: Shut up and listen

Trait: Attentive

Case Study: Lady summering in Maine

Action: Wait 3 beats before speaking

“We need silence to touch souls.” ~ Mother Teresa
Step 5 - Ask

Listen more!

• Ask why they made a gift
• Let them tell their whole story
• Thank them again
• Ask specifically then…

Stop talking and listen!
Asking for Planned Gifts
Easy Planned Gifts

To make and receive

• Bequest
• Beneficiary designation-Life ins, IRAs, etc.
• Outside Charitable Remainder Trust
• IRA Charitable Rollover
• Donor Advised Funds
Ask about Asset Selection

Outright gifts

- Cash
- Appreciated securities
- Real estate
- Donor Advised Funds
- IRA Charitable Rollover (QCD)
IRA Charitable Rollover
- Donor age 70.5
- Up to $100,000 annually
- Qualifies for Required Minimum Distribution (RMD)
- Avoids taxable income for donors... *Receipt specifies NO charitable deduction, no goods or services*
Deferred Gifts

- Bequest
- Beneficiary designation
- IRA beneficiary (no tax to spouse, taxed to children & non-charitable beneficiaries)
- Life Income Gifts (CGA, CRT)
Strengths-Based Asking
Preference, not destiny-16 asking profiles based on Myers-Briggs Type Indicators’ four continuums:

- Extraverted (E) or Introverted (I)
- Sensing (S) or iNtuiting (N)
- Thinking (T) or Feeling (F)
- Judging (J) or Perceiving (P)

“The world’s a stage, but the play is badly cast.”  ~ Oscar Wilde
<table>
<thead>
<tr>
<th>Type</th>
<th>Who, Why, How Ask</th>
</tr>
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<tbody>
<tr>
<td>ISTJ</td>
<td>Quiet donors, Ask on-site, Logical needs</td>
</tr>
<tr>
<td>ISFJ</td>
<td>Current donors, Ask with a partner, Improvements</td>
</tr>
<tr>
<td>INFJ</td>
<td>Likely donors, Active listening, Motivating needs</td>
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<td>INTJ</td>
<td>Ask institutions, Have a plan, Strategic projects</td>
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<tr>
<td>ISTP</td>
<td>Ask pragmatists, Show don’t tell, Concrete projects</td>
</tr>
<tr>
<td>ISFP</td>
<td>Current donors, Ask on-site, Aesthetic projects</td>
</tr>
<tr>
<td>INFP</td>
<td>Intuit who to ask, Express passion, Inspiring projects</td>
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<tr>
<td>INTP</td>
<td>Ask institutions, Help write grants, Innovative ideas</td>
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<tr>
<td>ESTP</td>
<td>High-achievers, Big picture, Exciting projects</td>
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<tr>
<td>ESFP</td>
<td>Ask new people, Ask socially, New opportunities</td>
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<tr>
<td>ENFP</td>
<td>Reserved donors, Share your vision, Outreach needs</td>
</tr>
<tr>
<td>ENTP</td>
<td>Ask intellectuals, Reveal new ideas, Take on challenges</td>
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<tr>
<td>ESTJ</td>
<td>Leading citizens, Solid finances, Concrete projects</td>
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<tr>
<td>ESFJ</td>
<td>Ask peer donors, Seek win-win gifts, Delicate situations</td>
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<tr>
<td>ENFJ</td>
<td>Ask big donors, Seek win-win gifts, Transformative</td>
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<tr>
<td>ENTJ</td>
<td>Decision-makers, Challenge grants, Lead gifts as chair</td>
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### Strengths & Weaknesses

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<tr>
<td><strong>↑</strong> Careful, honest</td>
<td><strong>↑</strong> Attentive, focused</td>
<td><strong>↑</strong> Guide wise giving</td>
<td><strong>↑</strong> Grasp shared goals</td>
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<tr>
<td><strong>↓</strong> May prep, not ask</td>
<td><strong>↓</strong> May not ask at all</td>
<td><strong>↓</strong> May not ask at all</td>
<td><strong>↓</strong> May go own way</td>
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<tr>
<td><strong>↑</strong> Vivid experiences</td>
<td><strong>↑</strong> Attuned to donors</td>
<td><strong>↑</strong> Giver over gift</td>
<td><strong>↑</strong> Adept w/ideas</td>
</tr>
<tr>
<td><strong>↓</strong> Facts over feelings</td>
<td><strong>↓</strong> Overly sensitive</td>
<td><strong>↓</strong> May give up easily</td>
<td><strong>↓</strong> Ideas over feelings</td>
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<td><strong>↑</strong> Ultimate persuader</td>
<td><strong>↑</strong> Warm, enthusiastic</td>
<td><strong>↑</strong> Empathic catalyst</td>
<td><strong>↑</strong> Loves challenges</td>
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<td><strong>↓</strong> May over-promise</td>
<td><strong>↓</strong> Overly sensitive</td>
<td><strong>↓</strong> Needs to be liked</td>
<td><strong>↓</strong> Ideas over feelings</td>
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<td><strong>↑</strong> Inspires trust</td>
<td><strong>↑</strong> Prepared, sensitive</td>
<td><strong>↑</strong> Lucid &amp; Inspiring</td>
<td><strong>↑</strong> Compelling speaker</td>
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<tr>
<td><strong>↓</strong> Can get stuck</td>
<td><strong>↓</strong> Conflict adverse</td>
<td><strong>↓</strong> Conflict adverse</td>
<td><strong>↓</strong> Can intimidate</td>
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# Preferred Steps

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Putting it Together

Type __ __ __ __
Who ___________________________________
How ___________________________________
What ___________________________________
Strengths ___________________________________
Weaknesses ___________________________________
Steps ___________________________________
Help ___________________________________

“Be yourself. Everyone else is taken.” ~ Oscar Wilde
Summary
Recap

• Framework
• Five Steps
• Asking for Planned Gifts
• Strengths-Based Asking
Sharing Best Practices
Thank you!
Resources from Val

**Book:** Amazon, or free from your library

**Your Asking Personality:** Send your Myers-Briggs Type Indicator (MBTI) to [val@vmja.com](mailto:val@vmja.com) and I’ll send your free, in-depth asking personality analysis

**Discover your MBTI:**

- **Free:** [https://psychcentral.com/personality-test/start.php/](https://psychcentral.com/personality-test/start.php/)
- **Official Online Test:** ($49.95) [https://www.mbtionline.com/TakeTheMBTI](https://www.mbtionline.com/TakeTheMBTI)