USE PLANNED GIFTS TO ENCOURAGE YOUR ANNUAL DONORS TO MAKE PLANNED GIFTS

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“Make the largest gift with the greatest joy!”
~ Dr. Jerry Panas
WHY SHOULD GIFT PLANNING/PLANNED GIVING BE IMPORTANT TO YOUR ORGANIZATION TODAY?

- Gifts from wills/bequests make up 8-10% of all revenue annually
- Strong gift planning programs generate between 25-40% of total individual gift revenue
- Even in a down economy
- Everyone can give
- Provides options when major gifts aren’t possible
WHAT’S THE URGENCY?
- THE RISE OF THE LEADING BABY BOOMERS (BORN 1946-1954)
  - RESTRICTED GIVING
  - CURRENT USE
  - IMPACT, OUTCOMES, VERIFIABILITY
- TRAILING BABY BOOMERS - ACCOUNTABILITY (BORN 1955-1964)
- GEN X – VOLUNTEER OPPORTUNITIES (BORN 1965-1976)
- GREAT RECESSION GENERATION/GEN Z (BORN 1992 - ?)
- WEALTH DIVIDE AND DECREASED CHARITABLE GIVING FROM THE MIDDLE CLASS
CURRENT MARKET CONDITIONS

- ECONOMY IS STRONG, EQUITIES NEAR RECORD HIGHS, COMMERCIAL REAL ESTATE IS SOLID
- EVERY DAY, 10,000 AMERICANS TURN 65
- TAX REFORM – WITH THE PASSAGE OF THE TAX CUTS AND JOBS ACT (TCJA) ON DECEMBER 22, 2017, SOME NATIONAL NONPROFIT LEADERS HAVE EXPRESSED CONCERN ABOUT THE LOSS OF ANNUAL GIVING REVENUE. THE NEW STANDARD DEDUCTION IS $24,000 FOR MARRIED COUPLES /$12,000 FOR SINGLE TAXPAYERS, BUT HOW MANY OF YOUR DONORS GIVE NOW AND STILL TAKE THE STANDARD DEDUCTION WITHOUT ITEMIZING?
- THE UNIVERSAL CHARITABLE DEDUCTION FOR DONORS OVER AGE 70 ½ - THE IRA CHARITABLE ROLLOVER – THE NEW ANNUAL FUND
- OUR OPPORTUNITY...INCREASE OUR MULTICHIANNEL MARKETING!
YOUR OPPORTUNITY

- Congress estimates the number of itemizers will decline from 45 million to 18 million Americans.
- Still the deduction limit for cash gifts to charity increased from 50% of AGI to 60%.
- Qualified Charitable Distributions (QCDS) from IRAs are advantageous for eligible donors. Although no charitable deduction is available for gifts from IRAs, the income that is normally owned on withdrawals is avoided. In addition, because QCDS can satisfy the required minimum distributions, income tax savings can be realized.
- Encourage donors to make an IRA charitable rollover – the new annual fund.
CONCEPTS TO CONSIDER

- Life income gifts such as charitable remainder trusts and charitable gift annuities offer several advantages to satisfy philanthropic goals. Because deductions for remainder trusts and gift annuities tend to be larger, donors may be able to itemize in the year a gift is arranged.

- Payments from life income gifts may be attractive to donors who would normally make bequests to charity through a will or living trust, providing income tax, and possibly capital gains tax, savings.

- Making gifts of highly appreciated assets allows donors to avoid the capital gains tax that would be due if assets were sold, offering tax savings even if the taxpayer uses the standard deduction.
GIFT PLANNING MARKETING
DO’S AND DON’T’S
- USE A DONOR-CENTERED PLANNED GIVING MARKETING PROCESS FOR PRINT & E-MARKETING
- DON’T SELL GIFT VEHICLES
- DON’T SELL TAX BENEFITS
- SELECT YOUR GIFT PLANNING PROSPECTS BASED ON AFFINITY
- USE CHILDREN, AGE AND WEALTH TO SEGMENT YOUR AUDIENCE, NOT SELECT THEM
YOU CAN EMPLOY PLANNUAL GIVING

APPLY OUR PROVEN BEST PRACTICES TO:
- EDUCATE ABOUT GIFT PLANNING OPTIONS
- IDENTIFY PROSPECTS FOR MAJOR AND PLANNED GIFTS
- CULTIVATE EXISTING DONORS
- SOLICIT INTERESTED DONORS
- STEWARD ALL DONORS
GIFT PLANNING PEAK

- Principal Prospects
- Major Prospects
- “Loyals”
- Consistent Annual Donors
- Everyone Else Interested in Your Mission
## OUR DIRECT MAIL RESULTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Giving</th>
<th>Gift Planning</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Solicited</td>
<td>Solicited</td>
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<tr>
<td>2015</td>
<td>240,554</td>
<td>4,020</td>
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<tr>
<td></td>
<td>3691 donors</td>
<td>21 donors</td>
</tr>
<tr>
<td></td>
<td>$341,479</td>
<td>$17,150</td>
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<tr>
<td></td>
<td>1.52% response rate</td>
<td>.52% response rate</td>
</tr>
<tr>
<td>2016</td>
<td>207,819</td>
<td>5,470</td>
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<tr>
<td></td>
<td>4054 donors</td>
<td>29 donors</td>
</tr>
<tr>
<td></td>
<td>$369,041</td>
<td>$21,135</td>
</tr>
<tr>
<td></td>
<td>1.94% response rate</td>
<td>.53% response rate + 65 inquiries</td>
</tr>
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</table>
GIFT PLANNING MARKETING TO EDUCATE PROSPECTS
- Make Information Broadly Available
  - Use Existing Publications
  - Use Plannual Giving
- Integrate Gift Planning Outcomes Stories into Marketing
- E-Publications – Try a Tip of the Month
- Pledge Cards and Envelopes
- Website – Include Video!
GIFT PLANNING MARKETING TO EDUCATE PROSPECTS

- Make Information Broadly Available
  - E-brochures
  - Receipt & Check Stuffers
  - Educational Seminars
  - Message on Hold on Phone System
  - Radio Spots
  - Social Media – Include Video!
GIFT PLANNING MARKETING
TO SOLICIT PROSPECTS

- Postcard Mailings (Typically 5 per year)
  - May 1 – Estate Intentions
  - September 15 – Increasing Retirement Income
  - November 1 – Unlocking Value in your Assets/IRA Rollover
  - January 15 – Retirement Plan Designations/IRA Rollover
  - March 1 – Increasing Retirement Income

- Highlight mission, impact and outcomes
- Emphasis on personal planning needs
- Drive traffic to phone, website or confidential reply card
GIFT PLANNING MARKETING
EMAIL TESTING

- Crescendo Interactive 2017 Study (Split Testing)
  - Special Offers Get Results – Single Offer is best
  - Visual Appeal Matters – Use HTML email for best visual and additional photos and icons that correlate with key information in order to create greater appeal. Text, design and imagery all matter.
  - Words make a difference
  - Segmentation and Target Marketing Increases Engagement
  - Use fonts and font size that enhance readability
  - Email Outperforms Print
If you would like more information…

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RESOURCES TO ASSIST YOU IN YOUR WORK…