

The Gift-Planning edge

A Woodmark Group newsletter for
strengthening planned-giving programs

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MARCH 2020



In December and January I had some great year-end calls with the Woodmark CDOs and the teams who work in gift planning and heard so many stories of gift planning success. In this issue I share the first of these stories with more to follow in subsequent issues because they emphasize gift potential and targeted strategies to achieve success. I would love to feature your story in an upcoming issue, so please share! Also be sure to check out the new resources and a new gift planning service available to Woodmark members.

– Kathryn Miree

NEW BEST PRACTICE RESOURCES

The Gift Planning Collaborative is comprised of several volunteers who serve as a steering committee for our joint efforts to advance gift planning. One of the Collaborative's goals is to ensure we build out resources to support each of Woodmark's Gift Planning Best Practices. Resources include sample policies, worksheets, and tools to make work easier for all. I'll be informing you of resources that develop over time. All will be posted on the Woodmark Exchange. Just go to the WE, click the Best Practices Tab, and you'll find resources linked to specific best practices. If you need a document but don't see it on WE, contact Kathryn at kwmiree@me.com. She may already have what you need and if not, she'll set out to find it. The following items have been posted over the last two months. The BP number refers to the specific best practice under which the resources are posted.

BP #4 MAINTAINING UP-TO-DATE POLICIES TO ENSURE ACCOUNTABILITY

- National Association of Charitable Gift Planners Reporting & Counting Charitable Gifts, 2nd Edition
- Easy-to-use Grid for Reporting & Counting Charitable Gifts (Miree/Woodmark)
- Sample Gift Acceptance Policies (Miree/Woodmark)
- Sample Endowment Policies (Miree/Woodmark)
- Sample Endowment Agreement (Miree/Woodmark)

BP #11 QUALIFIED STAFFING OF THE GIFT-PLANNING PROGRAM

- Guide to Hiring the Perfect Planned Giving Officer (Miree/Woodmark)
- Two sample job descriptions, one for a Planned Giving Manager, and one for a Planned Giving Officer (Miree/Woodmark)

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If you are not a member of the Woodmark Exchange (WE), click this link to join: <https://we.thewoodmarkgroup.org/home>

THE GIFT PLANNING CORNER

Dear Kathryn: We want to be more intentional in identifying deferred giving prospects across our fundraising base. We're not sure where to start. What are the markers we should look for in identifying potential deferred gift donors or blended gift prospects? – *Overwhelmed*
by Options

Dear Overwhelmed: As you have probably heard me say before, planned gift prospects are woven throughout your fundraising database, from annual to major, to principal gift donors. How do you identify them? Here are my recommendations based on data profile and transactional markers. In addition, conversations may indicate a willingness to take the next step.

Start with your data base looking for association, affinity, and ability (the triple-A's). "Association" includes family use of the hospital, volunteers, board members, and long-term staff.

Resources, continued

- Sample interview questions, one for a Planned Giving Manager and one for a Planned Giving Officer (Miree/Woodmark)

BP# 15 MARKETING RESOURCES TO POSITION DONORS AS PARTNERS IN MISSION

- RFP for Proposals Seeking Planned Giving Vendors (Miree/Woodmark)
- Contact Information for Planned Giving Vendors (Miree/Woodmark)

ON-SITE VISITS ADDED AS NEW GIFT-PLANNING SERVICE

The Gift Planning Collaborative decided in January that face-to-face visits with the consultant add immediate direct value to members. Therefore, any member that would like to receive a one-day, on-site service may request it. On-site services are tailored to meet

each shop's needs. They may include a presentation on the value of gift-planning programs to a board or committee, staff training, a professional advisor presentation, or one-on-one consulting focused on marketing, strategy, professional advisor council, or other relevant topics.

The consultant's fees for on-site visit will be covered by Woodmark through its long-term contract with the consultant. The consultant's travel and lodging expenses are to be borne by the hospital visited. Each shop may receive one site visit over the next two years of the consultant's contract. Fees and expenses for additional visits are the responsibility of the host hospital. To explore whether this benefit is right for your shop, contact Kathryn Miree at kwmiree@me.com.



THE STORY OF A \$200 MILLION LEGACY GIFT, RADY CHILDREN'S HOSPITAL FOUNDATION, SAN DIEGO.

Steve Jennings, ED of Rady Children's Hospital Foundation in San Diego, delighted his peers in a recent planned-giving cohort call by sharing the story of Ernest and Evelyn Rady's most recent gift of \$200M. The story of this couple, undoubtedly among the hospital's best donors, bears repeating because it not only illustrates a great legacy gift, it reflects how consistent engagement can impact the hospital (and the donor!). Ernest made his first

gift of \$10,000 in the 1980s. In the 1990s, Ernest became Board Chair and made a \$500,000 pledge. In the 2000's, Ernest and Evelyn made a \$60-million gift and the hospital was renamed Rady Children's in their honor. In the 2010's, the couple made a \$120-million pledge to create the Rady Institute for Genomic Medicine, and in 2019 the couple made a \$200-million legacy gift to reimagine childhood health and recreate the campus. Over the hospital's more than 40 years in relationship with the Rady's, it saw four CEOs and three CDOs come and go. The Radys consistently contribute between \$5M and \$10M to the hospital in annual gifts. Check out the story of their most recent gift on the Principal Gift Cohort page on the Woodmark Exchange.

The Corner, continued

"**Affinity**" includes long-term giving (I look for 10+ years, or those who've donated in 10 of the last 12 years), capital campaign participation, legacy society membership, and regular event attendees. And "**Ability**" includes wealth score, research, or conversational observations. Do not exclude donors with a low wealth score who score highly on other markers; many donors make their first major gift through their estates.

Then check the transactional markers. Look for donors who have made QCD gifts (*qualified charitable distributions from IRAs*), used non-cash assets to make gifts, or create endowment funds indicating an investment in the future. Finally, also raise the question in personal meetings or stewardship calls, and place an indicator in the record where the donor shows interest.

There is no single "**magic**" algorithm for gift planning, but if you start with these markers you will identify donors who are not only invested in Children's success but who may also be ready to take the next step.

Good luck! Call me if I can be of help!