

PLANNED GIVING

STARTING STEPS

WHAT, WHO
&
Whoa!!!!



Dad, did you know that a one time gift of \$1,000 could endow my allowance?

PLANNED GIVING

- Establishing charitable giving direction, often with tax benefits associated, prior to one's death.
- A complex program of various financial instruments that can be adapted to each donor's needs.
- Planned Giving is a set of ways a donor can leave money/assets to a nonprofit at his/her death; or a way to invest money so that the donor receives benefits during his/her life and then bequeaths the remaining funds to the nonprofit.

INITIAL STEPS:

- Board Approval and support
- Policy and Procedures for the Program
(kathrynmireeandassociates.com)
- Volunteer Leader/Champion- someone that can sign that letter people will read.

STATISTICS

- 7-10 Years to develop a program
- Average payback for a developed program is about 72 to 1
- Takes anywhere from 10-17 years for a gift (expectancy) to mature or realize

WHO are the best candidates?

- Board
- Staff
- Major Donors
- Long-term Donors
- Volunteers
- Age? 55 years and up?

WHAT TO SAY?

- When did you first give to ABC Charity?
- At the time, why did you make the gift?
- What is the most satisfying gift you ever made? (ABC or not) Why does it mean so much?
- What are the important things about ABC that has you continuing to support us through the years? Program(s), overall mission, personal experience?

WHAT TO SAY? Continued...

- What worries you about ABC 15-20 years into the future?
- How do you think you can help us with this concern?
- Let them tell their passions and stories
- These questions are open ended and you will receive more than a yes/no answer

WHAT TYPE OF GIFT?

- Bequest from a Will is over 80% of all planned gifts (codicil)
- Bequest!!!!!!
- Life insurance policy gift
- Life Insurance beneficiary designation
- Retirement plan beneficiary designation
- Most of these options are quick, easy, and understandable

WHAT TYPE OF GIFT continued...

- CRuT
- CRaT
- CLuT
- ILIT
- CGA
- Life Estate
- Life Settlement

- WHAT????????????????

EXAMPLES TO STRUCTURE

- Leave a Will promotion-over 60% of America does not have a Will
- Endow your annual gift- What about all those people that write you a \$100 check very year? Ask them for a \$2000 bequest!
- Pledge Card Checkbox
- Structured Insurance Program- you own it and are beneficiary-irrevocable

EXAMPLES continued....

- Charitable Gift Account
- Graduated Endowment or Acorn Fund

ADDITIONAL YEARS HELD AFTER PAY IN

		<u>20</u>	<u>25</u>	<u>30</u>	<u>35</u>	<u>40</u>	<u>45</u>	<u>50</u>
YEARS OF PAY IN	5	\$29,531.49	\$43,391.45	\$63,756.28	\$93,678.89	\$137,645.03	\$202,245.70	\$297,165.29
	10	\$72,922.95	\$107,147.73	\$157,435.17	\$231,323.92	\$339,890.73	\$499,410.99	\$733,798.59
	15	\$136,679.23	\$200,826.63	\$295,080.20	\$433,569.62	\$637,056.02	\$936,044.29	\$1,375,356.1

The idea is to take the contribution amount and place it into a Charitable Gift Account and not touch the principal amount or appreciation for a total number of years beyond the pay in period. The gift is for so many years now, but the impact is forever. This is based on \$1000 yearly payments and 8% compounded annual return.

5% ANNUAL PAYOUT AMOUNT AT THE END OF THE RESPECTIVE PERIOD.						
THIS PAYOUT SHOULD BE FOREVER!						
\$1,476.57	\$2,169.57	\$3,187.81	\$4,683.94	\$6,882.25	\$10,112.29	\$14,858.26
\$3,646.15	\$5,357.39	\$7,871.76	\$11,566.20	\$16,994.54	\$24,970.55	\$36,689.93
\$6,833.96	\$10,041.33	\$14,754.01	\$21,678.48	\$31,852.80	\$46,802.21	\$68,767.81

Local Support for Planned Giving

- Greater Chattanooga Area Planned Giving Council (Chapter of the National Committee on Planned Giving)
 - Local Annual Membership \$65
 - 6-7 speakers annually
 - Local and National Annual Membership \$160
 - Offers quarterly publication
 - Website membership area
 - National conference discount
 - Listserv for members

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- **THANK YOU!**

- **QUESTIONS??????**

Leave Your Mark in
a Remarkable
Way!!!!!!