

EDUCATION FOR PLANNED GIVING



PLANNED GIVING OVERVIEW FOR FUND ADVISORY COMMITTEES



TABLE OF CONTENTS

14 Characteristics of Planned Giving Donors	3
Listening Clues for Planned Giving Prospects	4
How to Start the Conversation	5
Types of Planned Gifts	6
Wording for Gifts in Your Will	8
Expectancy Checklist.....	9

14 CHARACTERISTICS OF PLANNED GIVING DONORS

So often a bequest comes to us from a source we knew nothing about. Surprisingly, most bequests come from donors who aren't astronomically wealthy—they're folks like us who own an asset they no longer need, and they've decided to use it to support us. Since it's more than net worth that indicates who may be interested in making a planned gift, pay attention to all prospects who have seven or more of the following characteristics:

1. Length of giving history to your fund and NCF

You may not have an exact number of years; however, think of the people you send thank you notes to year after year.

2. Giving over a long period of time

Giving may not be year after year—but gifts have been made over an extended period

3. Frequency of Giving

Monthly credit card donors, or those who give more than once a year

4. Is an active volunteer

At one time or now an FAC member, or a volunteer in some manner

5. The family has been involved in some way in the organization

6. Few family obligations

Children and grandchildren are taken care of, no mortgage, no indebtedness

7. Securely retired

Feeling comfortable and confident about future financial situation

8. No heirs

9. Has been kept informed

Has been on your mailing or in contact over a period of time

10. Has been called on regarding planned gifts and bequests

11. Has requested information on making a planned gift

12. Sixty-five years of age and over

This isn't hard and fast—don't discount younger prospects who have expressed interest

13. Has an interest in organizations like your fund

14. Recognized by your fund

Has received special recognition for volunteer service or past giving

LISTENING CLUES FOR PLANNED GIVING PROSPECTS

When you hear a potential donor utter the following phrases during your visit, an opportunity has presented itself for you to visit with them about planned giving:

“I wish I could do more . . .”

This could mean the donor is not able to make an immediate cash donation, but this lends itself for you to visit about structuring other assets the donor might have (POD of a bank CD, beneficiary of a life insurance policy, purchasing a charitable gift annuity, etc.)

“I’m getting ready to sell farm/ranch/business/real estate/securities . . .”

Their financial situation is changing soon and tax implications need to be considered. Ask if they have considered the tax-saving benefits of a charitable giving plan.

“I’m tired of low interest, I’m tired of the ups and downs of the market, I need more income . . .”

This could lead to a conversation about charitable gift annuities which could guarantee a steady stream of income at a fixed rate for life.

“I don’t have a will . . .”

Everyone needs a will and this is a perfect opportunity to offer to have them visit with a professional about their financial plans.

“I’m revisiting my will . . .”

This is a perfect opportunity to ask them to consider a charitable gift in their estate planning since they are reworking things anyway. Ask if they are considering including their favorite charities in their will.

“I don’t know if I will have enough money . . .”

Every senior friend is worried about this, especially in light of the current financial volatility we are experiencing. This is a perfect time to offer to help them find a professional to visit with about securing their future finances and future charitable wishes.

“I want to take care of my family . . .”

Again, a perfect opportunity to visit with them about their assets and what they wish to do charitably and encourage them to visit with a professional about their options for heavily taxed assets like IRAs.

HOW TO START THE CONVERSATION

Once you have identified your prospective planned giving donors, it is time to engage them in a conversation about making a future gift to support their community. More than making a cold ask for a gift, the conversation is more of a discussion about the prospective donor's motivation for and interest in giving. Depending on their response to your inquiry, you may delve into direct discussion about a gift to your fund; however, you may just be identifying ways you can provide them the information they need to learn about making a gift and connecting them with others, such as NCF's gift planning department to discuss the intricacies of their personal situation.

Examples of how planned giving conversation starters:

- If a donor or volunteer has made a statement (for example, standing up at your annual event and commenting or even giving a speech), you could follow up the next day and say, "After your powerful statement last night, have you considered whether you have a desire to establish a gift in your will for your hometown that is near and dear to your heart?"
- If a donor or volunteer has mentioned that they'd like to do more or that they could/should make a gift, you could say, "I can tell giving is something you think is important. May I ask [or even, 'may I be so bold as to ask'] whether you've considered making a future gift in your will to support your hometown?"
- If a donor or volunteer has had significant engagement with your Fund, you may reach out and say, "I would like to invite you [and your spouse] to lunch. Primarily, I would love to get to know you better and learn more about your experience with our Fund. I would also like to chat with you about your own interest in considering a future gift in your will to give back to your hometown, if you are willing to discuss it. Either way, I'm sure we could have a good lunch and great conversation!"

Other ideas:

- With someone who you assume has everything already buttoned up: "You seem like someone who has their affairs in order. Are you aware that you can leave a gift to the causes you care about in your will or as a beneficiary designation?"
- After a major life change (retirement, a death in the family, kids graduate from college, divorce, remarriage, etc.): "Have you updated your estate plans since [event]? I have some resources about estate planning. Would it be helpful if I shared them with you?" *Note: be mindful about timing in any situation, but particularly following a major life change. Timing will depend on the individual and your relationship with them.*

Creating opportunity:

- Rather than feeling like you're cold-calling on prospective donors, NCF has found it effective to utilize planned giving education events to teach others about planned giving. These events, such as Gathering Events or Legacy Dinners, can serve as a catalyst to conversation for planned giving in your community. To learn more about planned giving donor education events or host a Gathering Event in your hometown, contact your affiliated fund development coordinator or Emily Sulzle.



TYPES OF PLANNED GIFTS

The most common types of planned gifts are simple bequests (a gift specified in a will) and beneficiary designations. You can find detailed resources on each of these gifts on NCF's website at <https://nebcommfound.giftlegacy.com/> or by contacting Emily Sulzle, assistant director of gift planning, or Jim Gustafson, director of advancement and gift planning, at 402.323.7330.

WHAT TO GIVE

Gifts of Securities

Donating appreciated securities, including stocks or bonds, is an easy and tax-effective way for you to make a gift to Nebraska Community Foundation or one of our affiliated funds.

Gifts of Real Estate

Donating appreciated real estate, such as a home, vacation property, undeveloped land, farmland, ranch or commercial property can make a great gift to Nebraska Community Foundation or one of our affiliated funds.

Gifts of Retirement Assets

Donating part or all of your unused retirement assets such as a gift from your IRA, 401(k), 403(b), pension or other tax-deferred plan is an excellent way to make a gift.

Gifts of Cash

A gift of cash is a simple and easy way for you to make a gift.

Gifts of Life Insurance

A gift of your life insurance policy is an excellent way to make a gift to charity. If you have a life insurance policy that has outlasted its original purpose, consider making a gift of your insurance policy.

HOW TO GIVE

Gifts in Your Will

You designate Nebraska Community Foundation or an affiliated fund as the beneficiary of your asset by will, trust or beneficiary designation form.

Beneficiary Designation

You can designate Nebraska Community Foundation or an affiliated fund as a beneficiary of a retirement, investment or bank account or your life insurance policy.

Charitable Gift Annuity

You transfer your cash or appreciated property to Nebraska Community Foundation in exchange for our promise to pay you fixed payments (with rates based on your age) for the rest of your life.

Charitable Remainder Trust

You transfer your cash, appreciated property, collectibles, or ag commodities to fund a charitable remainder trust. The trust sells your property tax free and provides you with income for life or a term of years. The income may be variable (Charitable Remainder Unitrust) or fixed (Charitable Remainder Annuity Trust).



WORDING FOR GIFTS IN YOUR WILL

Wording for Gifts by Wills and Trusts

In order to make a gift in your will or trust, you should speak with your professional advisor. Your professional advisor can help you include a bequest to Nebraska Community Foundation in your estate plan. We have provided some basic bequest language to assist you and your professional advisor.

Unrestricted Gifts for an Existing Affiliated Fund

Unrestricted gifts may be expended at the discretion of the Fund Advisory Committee of an NCF affiliated fund to meet the charitable priorities of the community or charitable organization. Unrestricted gifts may be designated as follows:

"I give _____ to Nebraska Community Foundation, a Nebraska nonprofit corporation. This gift shall be used for the benefit of the (name of the affiliated fund)."

Designated Gifts for an Existing Affiliated Fund

Donors may designate their gift for a specific charitable interest area within an NCF affiliated fund as follows:

If there is an existing account for the purpose you wish to benefit:

"I give _____ to Nebraska Community Foundation, a Nebraska nonprofit corporation. This gift shall be used for the benefit of the (account name such as "Endowment Account" or "Elementary PTO Account") within the (name of the affiliated fund)."

If there is not an existing account for the charitable purpose you wish to benefit, please contact us.

Gifts to Support Nebraska Community Foundation

Donors may designate gifts to support NCF's community development work by making an unrestricted gift or contributing to NCF's general permanent endowment fund.

An unrestricted gift may be designated as follows:

"I give _____ to Nebraska Community Foundation, a Nebraska nonprofit corporation, to be used at the direction of the Nebraska Community Foundation board of directors."

Gifts to the NCF permanent endowment fund may be designated as follows:

"I give _____ to Nebraska Community Foundation, a Nebraska nonprofit corporation, for its permanent endowment fund."

Gifts to Establish a New Affiliated Fund

Donors wishing to establish a new affiliated fund with a planned gift are encouraged to contact Nebraska Community Foundation. NCF can provide illustrations of various gift plans and sample documents as needed without obligation and at no cost.

Note: The above information is of a general nature and is not intended as legal advice. It should not replace the counsel of your tax, legal or estate planning advisors.



EXPECTANCY CHECKLIST

Has a donor shared with you that they've made provisions in their will to leave a gift to your fund at NCF? Please share that information with us so we can ensure the gift is properly recorded and stewarded.

- Have the donor fill out a Legacy Society Enrollment Invitation (use the NCF invitation unless your community fund has their own Hometown Heritage Club invitation)
- Make sure the donor has the correct will language and refer them to their estate planning advisor (the NCF website is a great resource: <https://nebcommfound.giftlegacy.com/?pageID=127>)
- If it makes sense and you're comfortable, request a copy of the section of their will that reflects their gift
- Follow your community fund's stewardship process
- Refer to NCF for gifts more complicated than bequests—or reach out to us for help at any time!

Remember, when you make donor visits and find an individual or couple that needs assistance to make a gift beyond cash, the staff at Nebraska Community Foundation is trained to help. Contact Jim Gustafson or Emily Sulzle to assist you and your potential donor with their charitable giving plans.

Jim Gustafson

jgustafson@nebcommfound.org
402.323.7341

Emily Sulzle

esulzle@nebcommfound.org
402.323.7329

