Planned Giving: Gifts of a Lifetime

Course Outline

- Planned Giving defined
  - What it is and what it is not
  - Present vs. future interest
  - Common planned gift vehicles
    - Appreciated securities
    - Charitable gift annuities
    - Bequests
    - Charitable trusts (charitable remainder, charitable lead, etc.)
    - Real estate – outright and life estate
    - Beneficiary designations – retirement accounts, life insurance
    - Pooled income funds
    - Tangible personal property
    - Other ways to give
      - Donor Advised Funds
      - Foundations
  - Motivations
    - Advantages/disadvantages of each vehicle
    - Timing
    - Taxes
    - Income tax planning
    - Estate and gift tax planning

- Life Cycle of a Planned Gift
  - Creation
    - Who creates the gift vehicle?
    - Why choose one vehicle over another?
  - Administration during donor’s lifetime
  - Probate Process
    - Mechanics of probate and trust administration
    - What should a nonprofit be aware of during the process?
  - Administration after donor’s death
  - Generational philanthropy
  - Demographics

- Use of Planned Gifts
- Donor restrictions and donor intent
- Gift acceptance policies and written gift agreements
- Endowments
- UPMIFA – Florida Statute concerning endowments

  o Build It and They Will Come
    - Nonprofit readiness for planned giving
    - Internal policies and procedures
    - Board involvement for planned giving
    - Integrating planned giving into an overall development plan
    - Marketing
      - Internal
      - External
      - Do you know your donors?
      - Print, digital
      - Reputation
      - Events
      - Planned Giving Society
      - Planned Giving Advisory committee
    - Donor Stewardship and Recognition
    - Counting policy for planned gifts
    - Substantiating planned gifts

  o Ask and You Shall Receive
    - Remember the Fundamentals of Fundraising
    - Identifying Planned Giving prospects
      - What to listen for
    - Building a pipeline of gifts
    - The Planned Gift “Ask”
    - It’s All in the Timing
    - Is your organization ready to commit over the long-term

  o Ethics
    - Model Standard of Practice for the charitable gift planner
    - Other ethical guidelines
    - Don’t do anything you wouldn’t want published in the New York Times or Orlando Sentinel

  o Organizational readiness
    - Determine the current goal and capabilities of the nonprofit
    - Can it commit time, staff and resources?
    - Reasonable time horizon

  o Tips from the field

  o Resources