

The “Why” of Giving, & Getting to the Legacy Ask

Minnesota Panned Giving Council

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Overview

- 10 Paradigms
 - “Planned Giving”
 - “Legacy Giving”

Paradigm #1

A Rose by Any Other Name

- “Us”
 - deferred giving
 - planned giving
 - gift planning
 - philanthropic planning
- “You”
 - **LEGACY GIVING**

Why Are Legacy Gifts Important?



How Do You Define Legacy Giving?

- To convey one's values through creation of a future (usually) gift to charity
- A foresighted action to strengthen a favorite cause
- Remember charity

Paradigm #2

What Gift is Most Important

- Planned Giving
 - “Planned gifts and bequests”
 - Overemphasis on the technical
 - Puts bequests in second place
 - Perpetuates “us” language
- Legacy Giving
 - Bequests in a will or trust
 - Other legacy gifts

Legacy Gifts

- Examples include
 - Bequests in will or trust
 - Beneficiary form designations
 - Life-income arrangements
 - Other legacy gifts
 - Endowment gifts
- Created by
 - Any individual
 - At any point in his / her life

Simple & Easy Via Beneficiary Form

- Savings account
- Checking account
- Stocks or bonds
- IRA or pension
- Life Insurance policy
- Commercial annuity
- Donor Advised Fund

More Complicated Gifts

- Will or living trust
- Charitable gift annuity
- Life income trust
- Many others

Paradigm #3

Ask the Experts ... Or Not

- Planned giving
 - Be the expert
- Legacy Giving
 - If not an expert, know who / where to ask

Paradigm #4

Who Is Involved?

- Planned Giving
 - Planned giving officer, OR
 - Major gifts officer, OR
 - Development director, OR
 - Executive director (when no DoD)
- Legacy Giving
 - Staff and volunteers through relationships
 - Referrers through their relationships

Paradigm #5

Who Are Prospects?

- Planned Giving
 - Donors
- Legacy Giving
 - Long term supporters w/ heart connection
 - Among donors
 - Smaller donors = MAJORITY
 - Major donors = MINORITY
 - Volunteers, community members

Tremendous Opportunity

- Seven out of ten Americans make gifts to charity during lifetime
- Fewer than one in twenty leaves a gift to charity in a will or trust
- Why?
 - It never occurs to them
 - They've never been asked

Paradigm #6

How Are Leads Qualified?

- Planned giving
 - Communications
- Legacy giving
 - Communications AND
 - Legacy asks

Who Makes Legacy Asks?

- Staff
 - ED / CEO
 - Development (administrative too)
 - Program
 - Administrative
- Volunteers
 - Legacy committee members
 - Those who've made a legacy gift (or not)

Paradigm #7

Who Do You Ask and How?

- Planned Giving
 - You don't (with rare exceptions)
- Legacy Giving
 - Identified “suspects”

Identifying Suspects

- Those you know
- Third party referrals obtained through
 - Peer review of staff and key volunteers
 - “Who do you know?” after legacy asks

Start with Staff / Key Volunteers

- Identify suspects
- Call / visit to make legacy ask
- Secure qualified leads
- Obtain gift commitments

Combined Asks

- Dual Ask
 - Annual
 - Legacy
- Triple Ask
 - Campaign
 - Annual
 - Legacy

The Legacy Ask

- “Would you consider ... “
- For “Yes”
 - “May I get back to you in “x” months / years if we haven’t heard from you before then?”

More About Qualified Leads

- About half make a legacy gift ...
- Eventually
 - In 1 month to 10 years or more
 - When the time is right for them
- Continuing annual follow up for most

Why Aren't More Charities Making Legacy Asks?

- Solicitation used only for current gifts
- Perceived to be too difficult
- Concern it takes a lot of staff time
- Fear of not knowing answers to questions
- Misconception it's only for the wealthy
- Unsure how to create board / staff support

Why Aren't More Charities Making Legacy Asks?

- Some organizations keep putting it off.....

A green rectangular street sign with the word "Hell" written in white, sans-serif capital letters. The sign is mounted on a metal post and has a thick layer of white icicles hanging from its bottom edge. The background is a blurred outdoor scene with a road and some structures.

Hell

What Does Your Organization Need To Make Legacy Asks?

- Understand why it's important
- Willingness to talk with others
- Ability to track moves (data base or spreadsheet)

Tracking Moves (basic)

- Where in process
 - suspect
 - legacy ask (one time only) / result
 - qualified lead (source)
 - confirmed gift (type)
 - legacy society member

Paradigm #8

What Gets Measured?

- Planned Giving
 - Irrevocable gifts
 - “Amount certain” bequest commitments

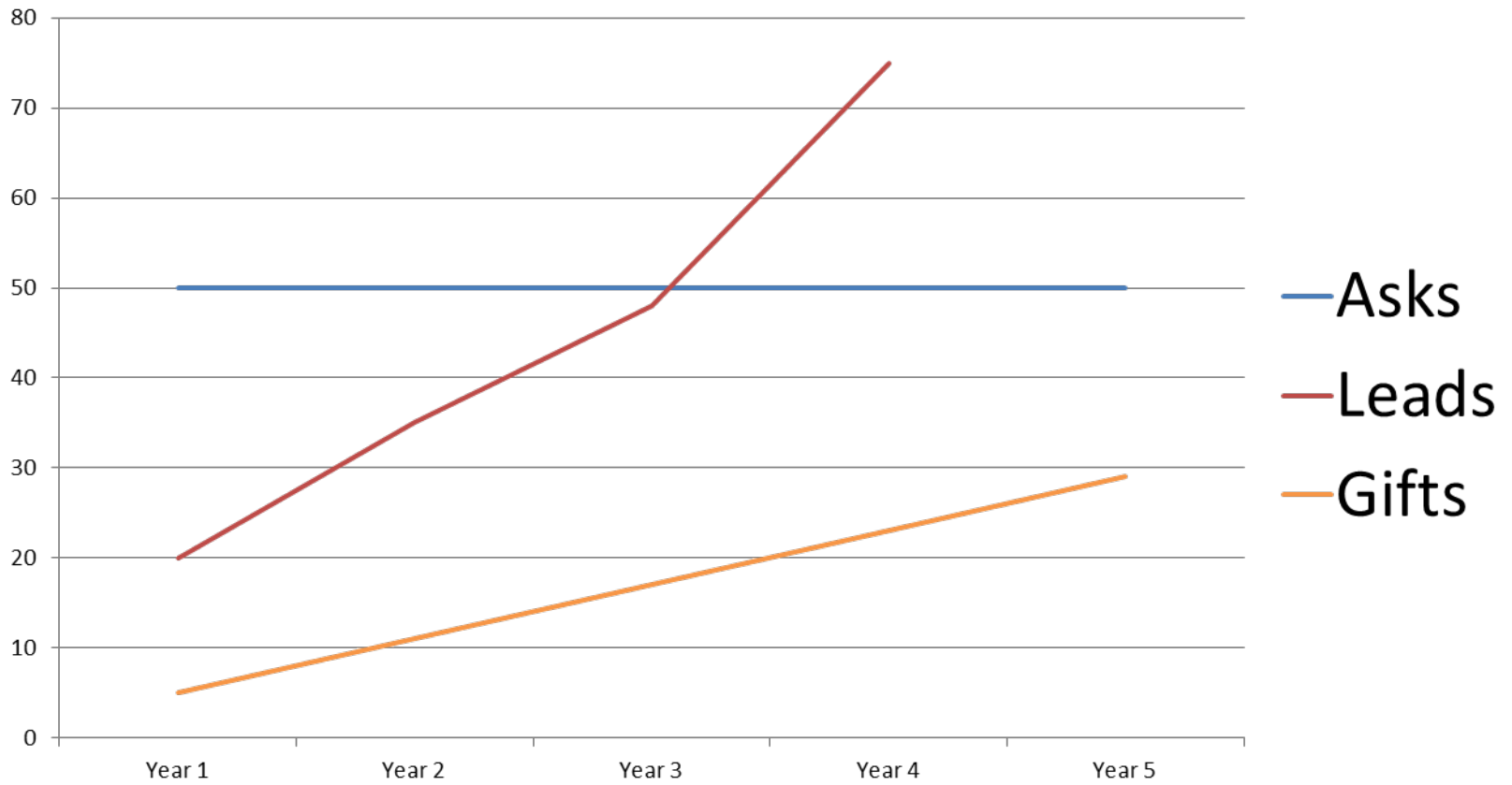
Paradigm #8

Are We There Yet?

What Gets Measured?

- Legacy Giving
 - “Suspects” pool size
 - # of Legacy Asks
 - Qualified leads broken out by
 - Communications
 - Legacy asks
 - New Commitments

Five Year Trend



Overall Measure of Success

Legacy giving =

organizational priority

not development office

responsibility

Paradigm #9

Committees

- Planned Giving
 - Professional advisors sole or dominant

Paradigm #9

Committees

- Legacy Giving
 - Have made their own gift
 - Identify suspects
 - Cultivate and make legacy asks
 - Provide stewardship
 - Program overview

Board / Volunteer Committee

- Usually sub-committee of development
- You staff the effort
 - Script, letter templates
 - Regular contact
 - Reward success with praise
 - Spread the word on new asks / leads / gifts

Paradigm #10

Who Are We Professionally?

	Nonprofit	For-Profit
• Planned Giving	60%	40%
• Legacy Giving	85%	15%
• <10% full time		

What This Might Suggest for PPP

- Old Planned Giving Paradigm
 - Estate Planning Council model
 - More expensive & exclusive

What This Might Suggest for PPP

- New Legacy Giving Paradigm
 - More collaboration with associations
 - Less expensive & more inclusive
 - Keeping what we have
 - Providing more for those who are not fulltime and / or new

Q&A

- greglassonde.com
- alternative title

Turning Myths Into Gifts

10 simple “do’s” and “don’ts” for a powerfully effective legacy giving program