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

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Greg Lassonde, CFRE
Legacy Giving Specialist / Consultant
greg@greglassonde.com / (510) 482-1502
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.....
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

Year 1 | Year 2 | Year 3 | Year 4 | Year 5
---|---|---|---|---
Asks
Leads
Gifts
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?

- Planned Giving: 60% Nonprofit, 40% For-Profit
- Legacy Giving: 85% Nonprofit, 15% For-Profit
- <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