

CAN WE REALLY GET AN ULTIMATE GIFT?

C4 - Chester County Consultants Collaborative
Attracting Endowed & Planned Gifts – Workshops

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Just in Time! COMMUNICATIONS

MORNING MUSINGS: HITTING THE LOTTERY

A. You hit the lottery for \$25 million. What would motivate **you** to make an Ultimate Gift?

B. One of your organization's major donors has set up a contest between you and her other favorite charity - \$25 million will go to the non-profit who has the best plan and rationale for using it. How will you seize this opportunity?

- Would you set up an endowment to secure your organization forever?
- Would you beef up your staffing so you can serve more people?
- Would you expand? How would you expand?
- What kind of impact could/would you make with a significant infusion of capital?
- How many more people could be reached?
- How many more lives could be saved or changed?

WHAT YOU WILL LEARN:

1. Who makes a good planned giving prospect?
2. Why motivates major donors?
3. What donors want?
4. How to attract and keep your major donors.

WHO MAKES A GOOD PLANNED GIVING PROSPECT?

The James Study (Russell James – University of Georgia, 1995-2006), was the first nationally representative longitudinal study of charitable bequest behavior among older adults.

- Arthur makes substantial charitable gifts, volunteers regularly and has grandchildren.
- Bob does not give to charity, does not volunteer and has no children.
- Arthur and Bob are otherwise demographically identical.

Who is more likely to have a charitable estate plan?

The greatest predictors of someone adding a charitable component to their estate plan are:

- The person either begins or ramps up their giving
- There is an improvement in self-reported health
- There is a substantial increase in assets

Conversely, the reverse of any of these indicators or the donor becoming a grandparent are the primary reasons that charitable gift components are dropped from an estate plan.

In summary, take a look at your biggest donors, but pay particular note to the ones with no heirs.

WHAT MOTIVATES MAJOR DONORS?

- People want to be part of change.
- To give back to their community.
- To engage in an issue that personally impacted them.
- To ensure that others have what they did not have when they were a child.
- To support communities that have helped them turn their job into great wealth.
- To schmooze with people that are similar to them.
- To help assure the continuation of the institutions they love.
- To obtain a lifelong legacy and be recognized in the community.
- To invest in the future of the community.
- To demonstrate that it can be done and is possible.

WHAT DO DONORS WANT?

- To understand how their gift will be used.
- A strong & moving Case that addresses their interests.
- To know that their gift meaningful and has impact.
- A solid plan for meeting goals & completing defined work.
- To be part of a “winning team.”
- Evidence of other support & equity among peers.
- Strong leadership & solid business planning.
- Recognition of their gift -but not always publicly.
- Avenues for involvement & meaningful participation.

HOW TO ATTRACT AND KEEP A MAJOR DONOR’S ATTENTION?

1. CLEAR, CONCISE, CONSISTENT COMMUNICATION

10 Common Communication Errors

- Failure to define the problem.
- Using verbs that are vague.
- Omitting an essential fact.
- Failure to explain what makes you unique.
- Overwhelming new audiences with too much information.
- Use of jargon or acronyms.
- Providing no data, old data, or bad data.
- Lack of a target.
- You are too ambitious.
- Your message changes too often.

10 Key Questions for Donors and Prospects

1. How old are you?
2. How long have you been married/together? (If the prospect is married or has a significant other.)

3. Do you have children/grandchildren?
4. Why have you given to [charity] in the past?
5. What makes [charity] special to you/your family?
6. Where does giving to charity in general fit in your life?
7. What other charitable organizations do you support?
8. Have you ever explored the idea of a “planned gift”?
9. Do you have a will?
10. Can we get together again to continue our discussion?

Alexandra Brovey and Patricia Roenigk, Key questions to initiate planned-gift discussions with donors of any age, FundRaising Success, March 2010

2. PAYING ATTENTION

APPRECIATION

1. Warm, personal handwritten notes within 48 hours of the receipt of the gift
2. Have board members call your donors and thank them.
3. Send photos of the clients you have served along with a thank you letter. You could also send thank you cards signed by your students or clients.

STEWARDSHIP IDEAS

1. Invite them to a Q & A session about your agency.
2. Send the larger donors a special gift such as a book or a framed picture of your programs in action.
3. Invite them to a year-end party at your board president’s house
4. Give them a personal tour
5. Periodically, invite the major donors to attend a board meeting
6. Arrange for special tickets and other perks
7. When you read in the paper that a local bookstore is bringing in an author that has written a new book relating to one of your issues, see if you can “piggy-back onto” this event and have the author speak at a special event that you host for your donors.

INVOLVEMENT OPPORTUNITIES

1. “Networker” or resource person.
2. Participation on fund raising committees or activities
3. Direct hands-on service.
4. Participation on other organizational committees or works.
5. Community advocacy
6. Candidate for Board Member
7. Leadership on campaign or other fund raising initiative
8. Participation on fund raising committees or activities

Just in Time! **COMMUNICATIONS**

Strategic Planning Savvy Marketing Smart Communications for NonProfits