



**Compassionate Conversations Create
the Legacy Dream**

2023 Planned Giving Day Conference
October 25th 2023

Compassionate Conversations

- Deepen **trust** and **rapport** with your donor
- **Cultivate** and actualize their intentions
- **Engage** you donor with mutually beneficial gift planning strategies
- **Partner** with your donor to transform their intention into a meaningful impact for them and your worthy cause
- **Listen to your donor – Wisdom comes in the ears and not the mouth**

Why People Create Legacy Gifts

- 92% say they care about the **charity**
- 82% want to do something **special**
- 35% use planned giving as an income or estate tax planning **strategy**
- 21% say they **know someone** at the charity
- People are **empathic** and want to **give back**
- Human desire to **overcome mortality**

Most Common Planned Gifts

- 90% of planned gifts are **bequests**.
- 5 to 6% of planned gifts are charitable gift annuities (**CGAs**).
- **WHY?** Easy to do and more affordable.
- **11 percent of Philanthropic Americans** (50 years plus making \$500 plus annual gifts) have made some type of planned gift commitment, according to *The Chronicle of Philanthropy*.

Best Legacy Prospects

- **Childless**
- **Consistent and Dedicated Donor**
- **Capacity to Give**
- **Certain Age**
- **Lack of Family Need** – Freedom to donate
- **Tax Benefits** – Current or estate deduction
- **Legacy** – Need to live on and be remembered

Listen to Your Benefactor

- **What are the emotions behind their words**
- **Try to better understand their perspective**
- **What do they believe in**
- **What is their passion**
- **What do they want to accomplish**
- **Who do they want to protect and care for:
family, friends, and/or special causes**

Listen for Legacy Clues

- Money in **retirement plan**
- Do they have a **Will** or need to **update** it
- **Vacation home** no longer using
- Experiencing **major life events** such as
 - Birth or Death
 - Marriage or re-marriage
 - Retirement or sells business
 - Plans to relocate

End-of-Life Planning

- **Donor's anxiety** about mortality
- **Family Dynamics**
- **Decisions** about dividing property and assets
- Charitable Legacy as **Symbolic Immortality**
- Donor as the **hero of their own story** for the good they did in life and beyond

When to have the Legacy Conversation

- **Sale of a business**
- **Retirement**
- **After the loss of a love one and its impact on family life**
- **Aging and facing one's own mortality**

Where to have the Legacy Conversation

- **Donor's home**, office, club, etc.
- Quiet restaurant for a **private conversation**
- On **campus**
- **Personal tour** of organization's facility
- Listen for the **magical phrase**: "I wish I could do more ..." and in lieu of cash, suggest other financial assets to fund a planned gift.

How to have the Legacy Conversation

- Ask about **donor's background** and **family history with philanthropy**
- **Current issues** affecting donor's life
- Recent **loss** or impending loss of a loved one
- **Future Issues** in your donor's life
- **Importance of values** for your donor today and tomorrow

Strategies to Discuss a Legacy Gift

- Ask **permission** to discuss legacy giving
- **Share a story** about a donor who made a similar legacy gift
- Discuss **creative ideas** to make a meaningful impact with their legacy gift
- **Offer to provide** gift planning information

Ask the Passion Question

“What would you like to accomplish with your gift that would be meaningful to you?”

- Another way to ask: “If money were no object?”
- Or ask: “If I could show you a way that we might accomplish this goal together, is that something we could have a meaningful conversation about?”
- Listen for the **magical phrase**: “I wish I could do more ...” and in lieu of cash, suggest other financial assets to fund a planned gift.

Retirement Cash Flow or Fear of Outliving Assets

- Donor can leave their assets to **only** 2 places and **ask who and what** fit these categories
 - **People**
 - **Causes that help people**
- Does your donor want to include their children or other family members or friends
- Donors often don't trust the next generation to manage money wisely

Share Donor Stories

- Donors who support **special projects** or **scholarships** can further their impact with a legacy gift from their estate
- **Ongoing programs** greatly benefit from legacy giving through a donor's estate plan
- Dedicated donor **endowed a fund** to support research efforts in perpetuity with a legacy gift

Be Patient with Your Donor

- Allow your donor think about the legacy conversation and **follow up later** to discuss
- **Express gratitude** for their support and meet again to discuss partnering in perpetuity
- Schedule to meet again when convenient to discuss how your donor can **sustain their dedicated partnership with a legacy gift**

Prepare a Proposal

- Follow up your conversation with a **personalized** proposal detailing your donor's legacy intention
- A proposal underscores the **importance** of the legacy conversation and highlights your donor's **legacy intentions** while allowing them more time to consider how best to enhance their plans
- **Arrange a follow up visit** to further a mutually beneficial legacy conversation

Authentic Gift Officer

- **Personal interest in promoting organization**
 - If not, **lack of interest** will come across in everything you do (or don't do)
 - **Be mindful** of what you bring to donor relationships
 - **Take responsibility** – be the **best** you can be

Authentic Gift Officer

- **Mindful assertiveness**
 - Don't waste time tied to a desk – get out of the office and **visit people**
 - Be personable and persuasive, like people and leave a **good impression**
 - **LISTEN** to your prospect – “hear between the lines” and let them tell their story

“Wisdom comes in the ears – not the mouth.”

Authentic Gift Officer

- **Empathy for donors**
 - Be **responsive, compassionate and sympathetic** – try to understand their point of view and build rapport
 - Create good chemistry and remember, **it's NOT all about you**
 - **Quality relationships** and quality attention generate more gifts

Authentic Gift Officer

- “Trust officer”
 - Demonstrate honesty and integrity to protect both the donor’s and the institution’s best interests.
 - Loose the suit, “be real” and make it interesting, because donors want to spend time with people whose company they enjoy.
 - Be cordial, friendly, genuine and authentic.
 - *On behalf of your organization and donor, YOU play a leading role in the Legacy Partnership!*

Thank You!

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