

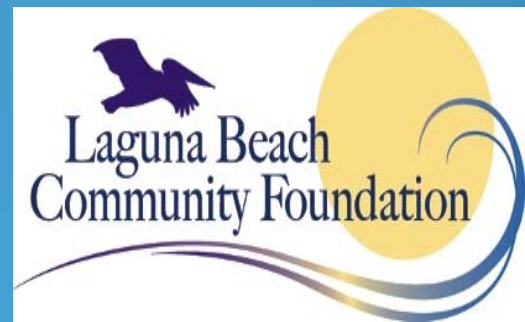
Fundraising in the New Economy

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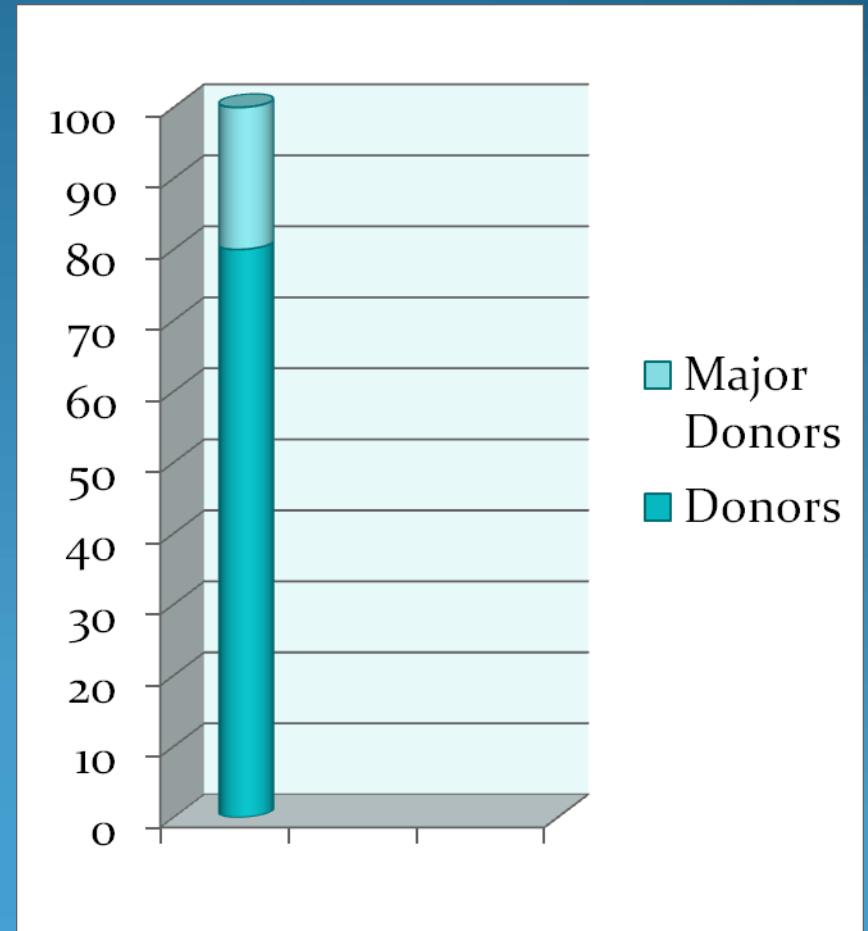
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How do you define Major Gifts?

- Gift level is different for each organization
- Generally, top 10 to 20% of donors



Pyramid of Giving



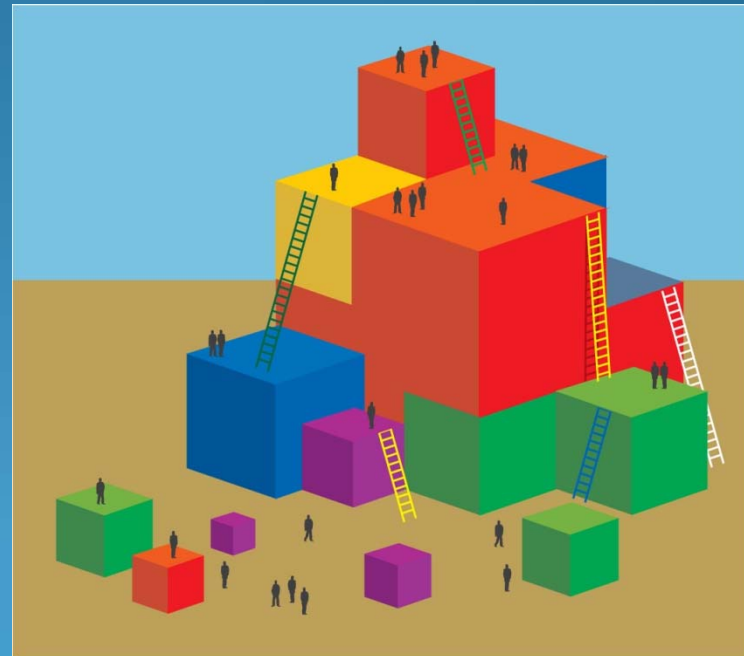
Four basic building blocks

Internal

- Case for Support
- Ample Resources

External

- Volunteer Leadership
- Donor Pool



Case for Support

- Similar to a Capital Campaign Case
- Explanation of how gifts will be used
- Timeframe

Case for Support

- Fundraising goal
 - Gift chart
 - List of potential donors
- Calendar of “touches”
- Plan for donor recognition



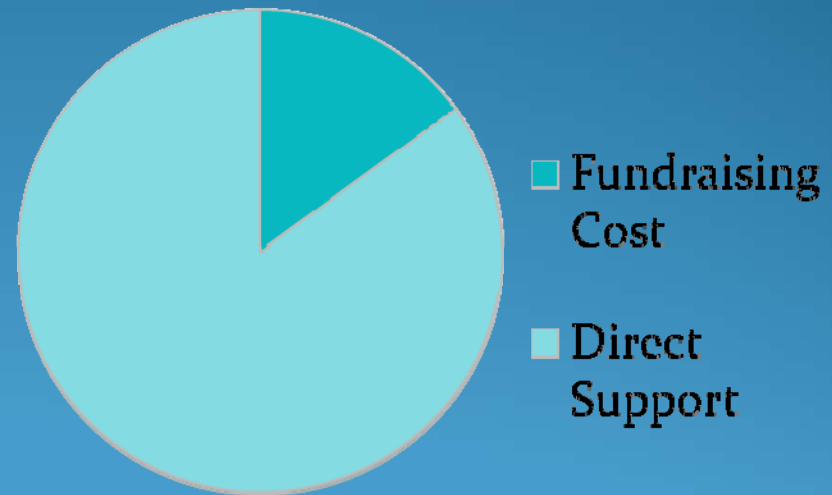
Gift Chart: Typical \$500,000 Major Gifts Campaign

Gift Level	# of Gifts Needed	# of Prospects Needed	Sub-Total
\$100,000+	1	4	\$100,000+
\$50,000 - 99,000	2	8	\$100,000+
\$25,000-49,000	5	20	\$125,000+
\$10,000-24,000	8	32	\$ 80,000+
\$1,000 - 9,000	10	40	\$ 10,000+
<\$1,000	Many	200+	\$ 85,000+
TOTALS	26+	304+	\$500,000

Ample Resources

Total Funds Raised

- Staffing
- Materials i.e. letters, brochures, videos
- Cost = 5 to 15% of funds raised



Volunteer Leadership



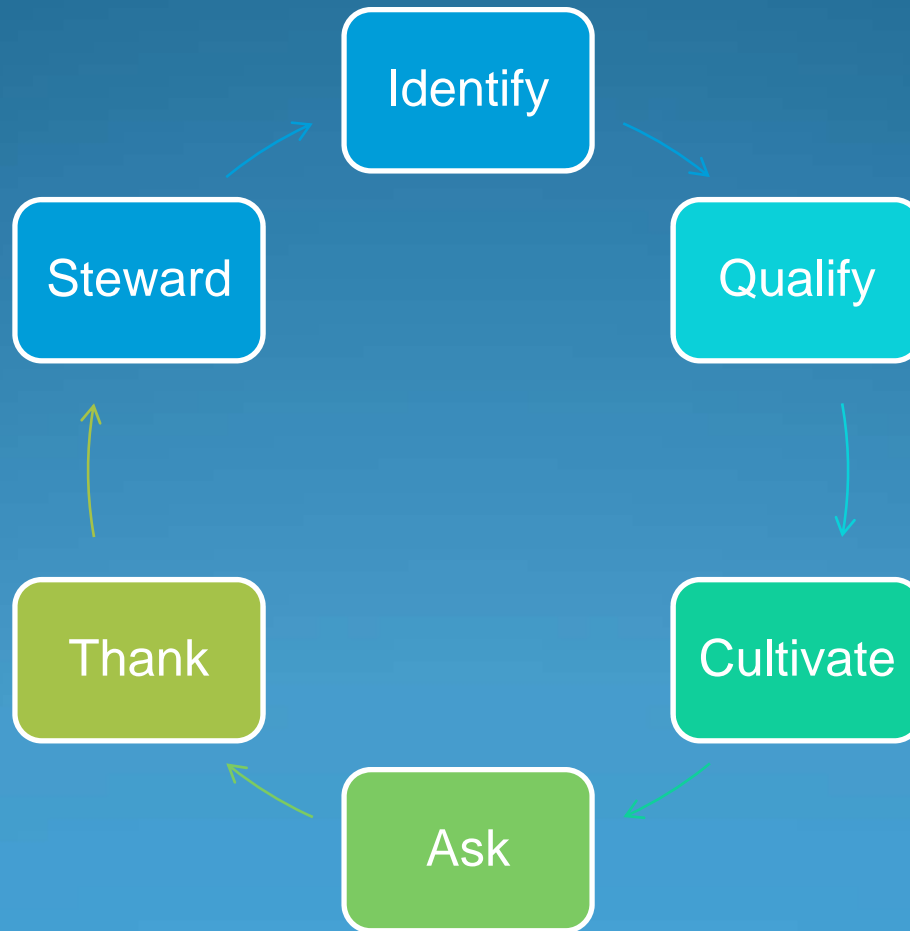
- Training and support
 - Fact sheet
 - Individualized strategies
 - Steps in solicitations



Donor Pool

- Prospecting meetings
- Who are your potential major gift donors?
 - Current donors – top 10 to 20%
 - Others...
- Ranking of prospective donors
 - A – C = Inclination
 - 1 – 3 = Capacity

Donor Cycle





Stewardship is Critical!



Donor Stewardship

I. What is being marketed in Planned Giving?



- Bequests in Wills
- Living Trusts
- Retirement Plan Assets
- Charitable Gift Annuities
- Charitable Remainder Trusts

These vehicles are the most widely marketed planned giving techniques among the top fundraisers. These are the easiest techniques to market because they're straight forward and easy to explain.

II. What are the objectives of the Marketing Plan?

The three (3) main objectives of the Planned Giving Marketing are:

- A. To influence new planned gifts internally and externally,
- B. To discover gifts already planned, and
- C. To build strong relationships with current donors and donor prospects and their advisors.

III. Priorities

- A. Face to Face Cultivations
- B. Engaging the Board of Directors
 - A. What is the cost of a Planned Gift vs. a Major Gift vs. Special Events vs. Direct Mail etc. etc.?
- C. Profile Existing Donor Database & Identify Prospects
- D. Planned Giving Presentations
- E. Marketing Materials
- F. Professional Advisors
- G. Legacy Society - Recognition

IV. Why Engage The Board?

A. Ambassadors

1. They have starring roles in cultivation of prospective donors and stewardship of continuing donor-investors
2. Catalysts for donor-investor renewal



IV. Why Engage The Board? (con't)

B. Advocates

1. On the golf course or in the car pool – these individuals are strategic in their information sharing
2. They advocate for you on many levels.
3. Are informed not only of the case for support, but also are well integrated into your strategic plan and vision
4. Are well coached on desired results of the advocacy and handling objections



IV. Why Engage The Board? (con't)

C. Askers

1. Enjoy asking important potential donors to support a cause they believe in.
2. Are usually well informed and well trained



V. Marketing Plan

- A. Face to face personal cultivation and gift request –
 - 1. Personal Visits
 - 2. No Gift Left Behind
- B. Recognize and Thank Loyal Planned Gift Donors
- C. Meet with revocable gift donors to see if an irrevocable planned gift would be beneficial or accelerate their gift
- D. Repeat CGAs



V. Marketing Plan (con't)

- E. CRUT additions
- F. Irrevocable designation for CRUTs and CRATs
- G. Early termination of a CGA, CRUT and/or CRAT
- H. Engage Board in “Peer to Peer” Solicitation of a Planned Gift
- I. Develop a list of top 25 –50 Planned Gift Prospects



VI. Profile Existing Donor Base for Planned Giving Prospects

A. Identify new Planned Giving Donor Prospects based on profile criteria:

B. Giving history

1. Age
2. Capacity



VI. Profile Existing Donor Base for Planned Giving Prospects

- B. Steward donors who have consistently given to your organization regardless of amount (i.e. donors who have given 5 of the last 10 years)



VII. Planned Giving Presentations

- A. Planned Giving Presentations to scheduled meetings of Board of Directors, Volunteer Groups, etc. – Testimonials, specific gift strategy
- B. Seminars to Board and Major Gift Donors and Identified Planned Giving Donor Prospects – Specific Topic, i.e. IRA Rollover, CGA, Planned Gift vs. Outright Gift
- C. Planned Giving Education to Major Gift Officer, Campaign Officers – Empower development professionals to discuss, explore and market planned gifts to their prospects
- D. Personal Follow-up phone calls and meetings are critical to the success of any Planned Giving Presentation



VIII. Marketing Materials

- A. Specific Marketing Brochure
- B. Planned Giving Articles in existing Publications
– At least quarterly
- C. Specific Planned Giving Newsletter – At least quarterly
- D. Planned Giving Information on existing Website
– Not a substitute for Planned Giving education, but a tool



VIII. Marketing Materials (con't)

- E. Postcards - mail regarding specific gift strategies, IRA Rollover, Real Estate and Stocks, CGAs, and donor story
- F. A “buckslip” with bequest message and legal name of organization to be included in gift receipts, other mailings and at appropriate special events
- G. Create specialize “buckslip” regarding specific gifts, i.e., Bequests, CGA, etc.
- H. Provide suggested language for Wills, Living Trusts, and Retirement Plans
- I. Send Birthday, Anniversary and Holiday Cards



IX. Professional Advisors – Offer Service and Expertise

- A. Develop personal relationships with Key Professional Advisors – Tell the story; Offer opportunities to learn about, interact with and experience your organization.
- B. Invite Key Professional Advisors to attend CEO Roundtable, Leadership Council, etc.
- C. Invite Key Professional Advisors to Tour your facility and organization
- D. Meet with the Professional Advisors of the Planned Gift Prospects, Personally deliver gift proposals and illustrations to the advisor

X. Legacy Society- Invite Individuals to Join, Thank Them, and Steward Planned Giving Donors

- A. Create or increase Membership in your Legacy Society**
- B. Involve Legacy members with your organization**
- C. Involve Legacy members with other Planned Giving Prospects**

XI. Evaluations & Expectations

- A. Based on Best Practices - The key to finding success with any marketing plan is consistent and frequent communication. Marketing is a building process.



XI. Evaluations & Expectations (con't)

B. In evaluating successful Planned Giving Program and reviewing expectations, two items seem to stand out:

1. Never, never, ever, abandon the basics - Wills and bequest program; CGAs and CRUTs
2. Stewardship...stewardship...stewardship leads to planned giving prospects. Stewardship, in and of itself, is a powerful marketing tool to enhance giving to your organization.



WHEN Charity SPENDS \$ 1.00 TO RAISE MONEY.....HERE'S THE RETURN

<u>CATEGORY</u>	<u>Cost to Raise \$1.00</u>	<u>Portion Charity Keeps</u>	<u>Fund Raising Efficiency</u>
Entry Level Gifts			
Direct Mail-Acquisition	\$ 1.00	\$ -	0%
Direct Mail- Renewal	\$ 0.80	\$ 0.20	20%
Special Events	\$ 0.50	\$ 0.50	50%
Annual Gifts	\$ 0.40	\$ 0.60	60%
Major Gifts			
Individual, Corporate, Foundation	\$ 0.20	\$ 0.80	80%
Endowment Fund (Planned/Estate Gifts, Trusts, Wills)	\$ 0.05	\$ 0.95	95%

How To Include Laguna Beach Charities In Your Will, Living Trust and/or Retirement Plan



Specific Language.....

- ***PERCENTAGE:** “I give, devise, and bequeath to the Laguna Beach Charity for the support of [Endowment, a Specific Programs, etc.] which is located at 1234 Main Drive, Laguna Beach, in the County of Orange, in the State of California, _____% of the residue of my estate.”



Specific Language..... (con't)

- ***DOLLAR AMOUNT** “I give, devise, and bequeath to Laguna Beach Charity for the support of [Endowment, a Specific Programs, etc.] which is located at 1234 Main Drive, Laguna Beach, in the County of Orange, in the State of California, the sum of \$_____.”



Specific Language..... (con't)

- ***SPECIFIC PROPERTY** “I give, devise, and bequeath to Laguna Beach Charity for the support of [Endowment, a Specific Programs, etc.] which is located at 1234 Main Drive, Laguna Beach, in the County of Orange, in the State of California, my interest in:
- Real property - describe the property and exact location
- Art work - describe each art piece
- Securities - describe which stocks, bond, etc.



Specific Language..... (con't)

***RETIREMENT PLAN** In the beneficiary designation of your IRA, 401(K), 403(B), or any qualified retirement plan, give a percentage, i.e. 100%, 50%, etc. to ABC Hospital.



Thank You !!!!

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