

Is it Give the Cow and Keep the Milk?

Or...

Give the Milk and Keep the Cow?

***The Art and Science of
Planned Gift Conversations***

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Relationships = Planned Gifts

- Getting to Know Your Donor/Prospect
 - Are you having a personal conversation.
 - How are they connected to your organization?
 - What is their story?
 - What are they trying to accomplish?
 - Are they working with Advisors?
- Building Trust is a Two-Way Street
 - Are you being responsive?
 - Is the donor responsive to your needs?
 - Does the donor's gift align with your organization's mission?

Critical Conversations a Must

*“And if we care to listen,
we can always hear them.”*

-W.H. Auden

- Donna’s Story – “A Donor’s Dilemma”
- Jim’s Story – “What about me?”

Crafting a Legacy Gift Plan

- Sharing your philanthropic expertise
 - Now is the time for Science
- Marrying technical considerations with donor intent
- Making a transformational gift, not a transactional gift

Give Today or Tomorrow?

When the conversation turns to Testamentary Transfers, you decide...

**How much,
to whom,
when,
and in what form?**

You Can't Take It With You!

- It's not always about taxes
- Will and/or Trust: a road map for your life's work
- Decisions: outright, installment, today or tomorrow?
- Peace of mind planning
- Choose your Advisors wisely
- Family/Corporate Fiduciary
 - Power of Attorney
 - Successor Trustee

Personal & Family Issues

- All the Money at Once (Common Default) or Multiple Distributions?
- Considerations
 - Learning curve
 - How much is enough/too much?
 - Family dynamics/timing is key
 - Transfer values with wealth
 - Equitable not always equal
- Donor Stories (Jim & Donna)

Timing is Everything

“Development is not just fundraising, but planting the seeds and harvesting the product when the time is right.”

-Douglas E. White, *The Art of Planned Giving*

- Donna’s Story – “Donor Decides and Makes a Better Choice”
- Jim’s Story – “It’s not Charity, it’s Philanthropy”

After the Gift

- Some celebrations are hard to remember after some time has passed
- Promises must be realistic and clear by the donor
- Keeping the donor engaged after the gift begins before the gift is made
- Donna's Story – “Happy Donor, Repeat Gifts”

Final Stories of Gifts Yet to be Realized

- Donna's Story – “The Tale of Patience & Persistence”
- Jim's Story – “Humanics before Mechanics”
 - Why donors act (satisfying needs, solving problems)
 - Why donors don't act (ceramic log)



“The language of philanthropy speaks to a person’s heart and soul before it speaks to anything else. It must. If it did not, the tax benefits and the increased income so often touted as incentives to make a planned gift would add up to no incentive at all.”

-Douglas E. White, *The Art of Planned Giving*