

Counting Bequest Intentions in a Campaign: Taking the Road Less Travelled

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Counting Bequest Intentions in a Campaign: Methods of “counting”

- Age 72, single female
- \$100,000 specific bequest
- Donor has a close relationship to the organization
- Estate's estimated value = 20X the intended gift amount.

Counting Bequest Intentions in a Campaign: Methods of “counting”

\$\$: Full Face value (no discount)

\$100,000

Counting Bequest Intentions in a Campaign: Methods of “counting”

\$\$: Net Present Value: apply IRS discount rate in standard discounting formula

\$69,744

Counting Bequest Intentions in a Campaign: Methods of “counting”

\$\$: Net Present Value incl probability factor:
NCPG (now PPP) valuation standards

\$52,308

Counting Bequest Intentions in a Campaign: Methods of “counting”

\$\$: Other methods of discounting, e.g.,
(Donor Age -15) = percent counted

\$57,000

Counting Bequest Intentions in a Campaign: Methods of “counting”

😊😊 Alternative count: volume/number

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Counting Bequest Intentions in a Campaign: A Brief History of National Standards

- CASE Campaign Reporting Standards
(pre-2008)

“Don’t count revocable gifts”

Counting Bequest Intentions in a Campaign: A Brief History of National Standards

PPP

- PPP (formerly NCPG) Guidelines for Counting and Reporting Charitable Gifts (2005)
- Calls for separate reporting at face value:
 - Outright gifts and pledges
 - Irrevocable gifts
 - Revocable gifts

Counting Bequest Intentions in a Campaign: A Brief History of National Standards

CASE

- Current CASE Campaign Reporting Standards (2009)

Calls for separate reporting as follows:

- Outright gifts and pledges at face value
- Irrevocable gifts at face value
- Irrevocable gifts at discounted present value
- **Revocable gifts at face value**

Counting Bequest Intentions in a Campaign: Survey results

Percent reporting they count BIs at:

Face value: 29%

Face value subject to limitations: 21%

Present value (IRS discount rate): 7%

Do not count: 43%

Counting Bequest Intentions in a Campaign: Stanford's Approach

\$\$ = NO

😊😊 = YES

Counting Bequest Intentions in a Campaign: Stanford's Approach

- Participation goal within a comprehensive campaign – The Stanford Challenge
- Double the number of known bequest intentions

1500

By 12/31/2011

Counting Bequest Intentions in a Campaign: Stanford's Approach

OUR OBJECTIVES

- Increase and broaden participation
 - Reach out and engage new prospects
- Increase awareness
 - Who should leave a bequest
 - How to make a bequest
 - What is the impact

Counting Bequest Intentions in a Campaign: Stanford's Approach

- History of Promoting Bequest Intentions
 - Letter from former president (1980s)
 - Founding Grant Society (1994)
 - Stanford Magazine ads (1997)
 - Field Staff: Annual goal of 2 BIs per year (1999)
 - Element of performance review
 - Public recognition and reward
 - Fully backed and promoted by VP of Development
 - Remember Stanford newsletter (2004)

Counting Bequest Intentions in a Campaign: Stanford's Approach

Planning our bequest intentions campaign

- Who do you need to influence?
- Making strategic allies out of colleagues
- Where do you get the resources?
- Volunteer leadership

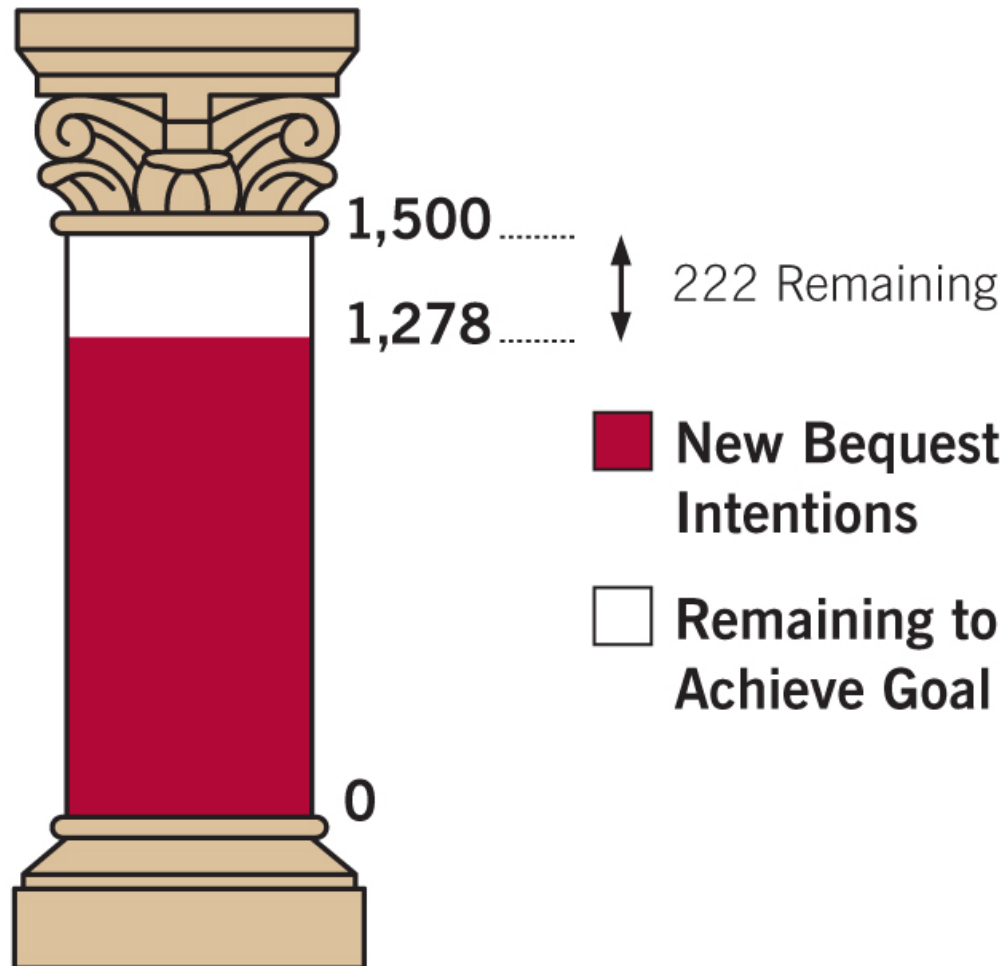
Counting Bequest Intentions in a Campaign: Stanford's Approach

Marketing Considerations

- campaign branding and messaging
- consistency
- tools for increasing efficiency
- paper vs. electronic

Bequest Intentions

As part of The Stanford Challenge



Counting Bequest Intentions in a Campaign: Stanford's Approach

Executing the campaign

SILENT PHASE

- ☑ Build a solid BI base while planning the public phase.
- ☑ Ensure that your “infrastructure” is in place.
- ☑ Engage your board, seek 100% participation, and ask them to help

Counting Bequest Intentions in a Campaign: Stanford's Approach

Executing the campaign

FIRST PHASE (public)

- ☑ Announce the campaign and initiate a broad general marketing outreach to all prospects
- ☑ Ensure that “remits” are simple, user friendly, and not perceived as too invasive of privacy

Counting Bequest Intentions in a Campaign: Stanford's Approach

Executing the campaign

SECOND PHASE (public)

- ☑ “Inreach” – recruiting, equipping and incentivizing fellow development officers
- ☑ Equip field staff to effectively solicit and properly record new bequest intentions
- ☑ Ensure incentives are in place and fully backed

Counting Bequest Intentions in a Campaign: Stanford's Approach

Executing the campaign

THIRD PHASE (public)

- ☑ Activate your volunteers to bat “clean up” with the goal of a home run, i.e. exceed your goal
- ☑ Engage the Board with success stories, and enlist their own participation and help with soliciting others for BIs

Counting Bequest Intentions in a Campaign: Stanford's Approach

Executing the campaign

LAST BUT NOT LEAST

- ☑ Celebrate your success with leadership, staff, volunteers, and BI donors
- ☑ Post-campaign, determine ways to maintain a new higher level of awareness and encouragement for raising BIs

Collateral Materials

- Remember Stanford (Summer 2007)
- Remember Stanford (Fall 2010)
- Stanford Magazine – bequest ad
- Online testimonial (Dawn Nisser '79)

Thank you for listening!

QUESTIONS?