

Getting Your Board Involved

Board members do not need to become gift planning experts! They can however do the following:

- Understand the very basics of planned giving, especially bequests so that they do not intentionally avoid this area of fundraising.
- Make a bequest to your organization in their will.
- Permit your organization to feature them in your newsletter, annual report, or web site to role model planned giving behavior.
- Join your Legacy Society or Heritage Society.
- Identify professional advisors (estate planning attorneys, financial advisors, accountants) in your service area who should become familiar with your good work.
- Host or co-host cultivation and stewardship events for Legacy Society members and prospects.
- Provide Excellent stewardship to all donors, especially those who have notified you of a bequest or other planned gift.
- Collect planned giving and bequest materials from a variety of sources including their college alumni publications to share with your staff.
- Help recruit financial professionals for your board of directors and your Planned Giving Task Force or your Council of Professional Advisors.
- Identify and cultivate donors and prospects that are likely candidates for planned gifts and bequests.
- Recruit an attorney or wealth advisor to conduct a brief training for your Board at a board meeting or retreat.
- Sponsor or underwrite an estate planning seminar and reception for your donors and stakeholders.

- Support an operating budget that funds planned giving marketing and the mailing/printing of collateral materials.
- Become familiar with your local partners, such as the Community Foundation and estate planning professionals, and know the services they can provide.
- Learn what information about planned giving and bequests is available on your organizations web site so they are able to discuss it with donors and prospects.
- Attend training seminars about planned giving being conducted by your local Community Foundation, AFP Chapter, or NCPG (now PPP) Chapter.
- Serve as an active member of the Planned Giving Task Force or the steering committee for the Legacy Society.
- Keep abreast of changes in the tax code relating to charitable deductions and inheritance tax.

What is Planned Giving?

“Planned giving is the cultivation of donors for the purpose of receiving major gifts, usually in the future. Because of the gift size and complexity, they require “planning” and often are transmitted through a legal instrument such as a will or trust. Frequently and increasingly they involve planners from allied professions.” NCPG (now PPP)

Loring, Sternberg & Associates