



Getting the Ask on the Table

THE PLANNED GIVING CONVERSATION FROM THE PERSPECTIVE OF THE
MAJOR GIFTS OFFICER

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Let's Talk About Trust

"A relationship is an emotional connection based on trust."

- ▶ How do you build trust?
 - ▶ Show thoughtfulness and connectedness from your compassionate listening.
- ▶ What is your role as a Major Gift Officer?
 - ▶ Is it an "information provider"?
 - ▶ Is it a BFF (best friend forever)?
 - ▶ It needs to be a combination of both

Consider Your Relationship with the Donor

- ▶ Rank your relationship from 1 – 10
 - ▶ Sweet spot = 5,6,7
 - ▶ If you have anxiety about the ask, you either don't have a deep enough relationship, or too deep of a relationship
- ▶ My job as an MG is not only to raise money. It is to...
 - ▶ Connect people to the institution/organization
 - ▶ Build/rebuild deep "relationships" with the "ideal" people who can support the institution

A Few Fun Facts

- ▶ 41% of Baby Boomers do not have a will.
 - ▶ 41% of 75 million = 30.75 million Americans ages 49-67 who do not have wills!
- ▶ Only 7% of people who have wills include charitable organizations in their estate plans.
 - ▶ \$24 billion/year are donated to charitable organizations through bequests.

*Statements presented at the 2013 WPGC conference

Opening Up the Dialog

- ▶ Ask yourself:
 - ▶ “Have I established a trust-based relationship with this person?”
- ▶ Good Collateral
 - ▶ Hand-delivered is best, along with other giving opportunity literature
 - ▶ Mailings need follow up
- ▶ Key questions to probe/things to listen for while building your relationship:
 - ▶ Does this person have children/grandchildren or other dependents?
 - ▶ Do they have adult children or others they need to provide income for?
 - ▶ Do they own multiple properties?
 - ▶ Have they expressed frustration in managing them?
 - ▶ Has this person expressed frustration with complex tax issues?



Fears



- ▶ The topic of death and mortality
 - ▶ Talk about your own plans
 - ▶ Your philanthropic values
 - ▶ Your experience drafting a will
 - ▶ Can you recommend an estate planner they can work with?
- ▶ It's too invasive to ask about
 - ▶ What is the depth of your relationship with this person?
 - ▶ Is there trust?
 - ▶ Is the timing right?

What Can Planned Giving Accomplish?

- ▶ Put yourself in the donor's shoes
 - ▶ What kind of impact do they want to make?
 - ▶ Will a planned gift help them make a more significant impact than an outright gift?
 - ▶ Can the planned gift augment/enhance a smaller outright gift?
 - ▶ Is legacy important to this person?
 - ▶ Will it help them be philanthropic and provide income for themselves or others?
 - ▶ Will it help relieve complex tax burdens?

Remember: the ask is not about you – it's about making a difference in your organization and helping an individual achieve their philanthropic goals.



Donor Stories

- ▶ Funding First Generation College Students
- ▶ Supporting Families Affected by Terminal Disease
- ▶ Establishing a Legacy Through an Endowed Lecture

Questions/Discussion



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