



Stages to planning optimal estate gifts

7 Defined Stages to Follow When Planning Estate Gifts with Donors and Advisors

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Reasons You're Often Spectating



1. Centuries of tradition of how estate planning is done
2. Misperceptions about the purposes of estate planning
3. Self-inflicted marketing wounds
4. Lack of knowledge about PGO capabilities:
 - **Externally** - donors and advisors
 - **Internally** - your own development team
5. Lack of a common vocabulary or "system"



8 Habits of Successful Gift Planners

Be
Systematic
about your
work

Technically
Competent

Protect
good name
of charity

Be a
resource to
others

Never do for a donor
what you wouldn't
for a parent

Sharpen
the Saw
Daily

Direct
Planning
to IMPACT

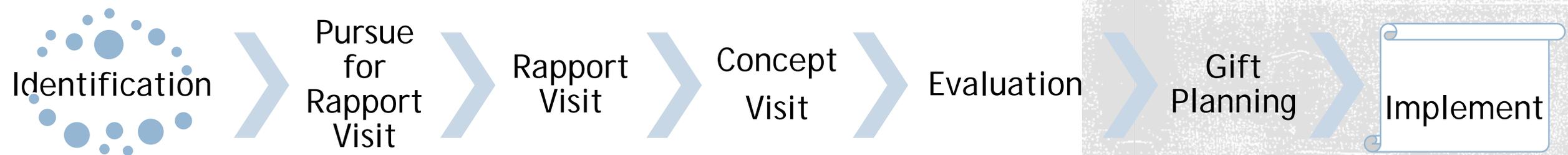
Maintain a sense of urgency &
commitment about your mission





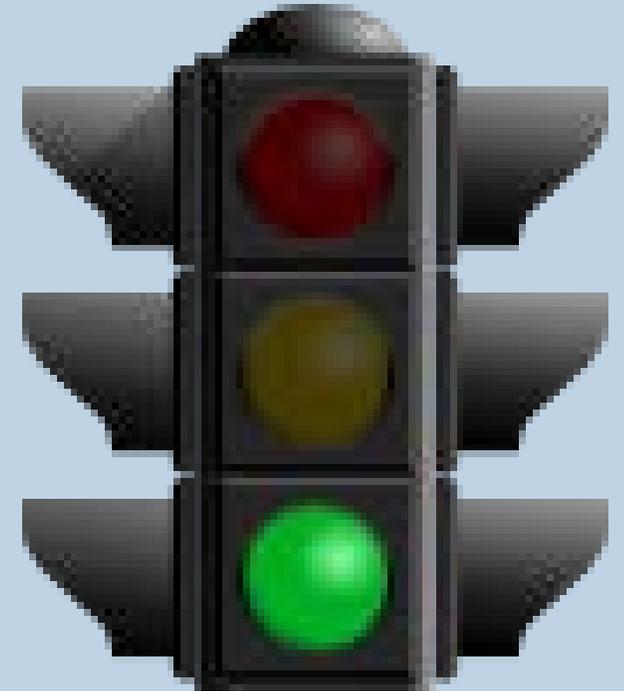
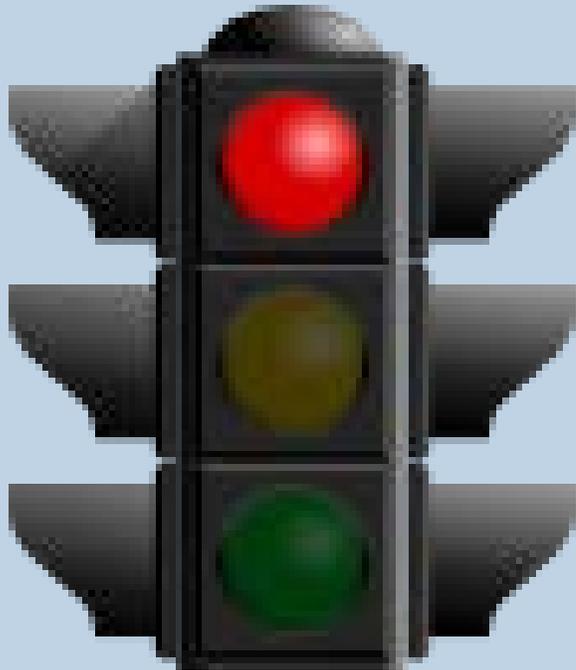
Why use these particular stages?

1. Same planning pattern wealth holders are already used to
2. Establishes the PGO as a legitimate resource
3. Creates a uniform language for staff and supervisors
4. Paces the conversation and journey
5. Lessens the temptation to rush things
6. Not for donors communicating or giving through 3rd parties
7. It works!



Stage I: Identification

- People identified by colleagues, marketing, analytics, etc.
- People you do not yet have a green-light to approach
- When appropriate, go to Stage II
- Keep a running list & monitor it
- Return to list if failure in latter stages (recycle)



Pursue
for
Rapport
Visit

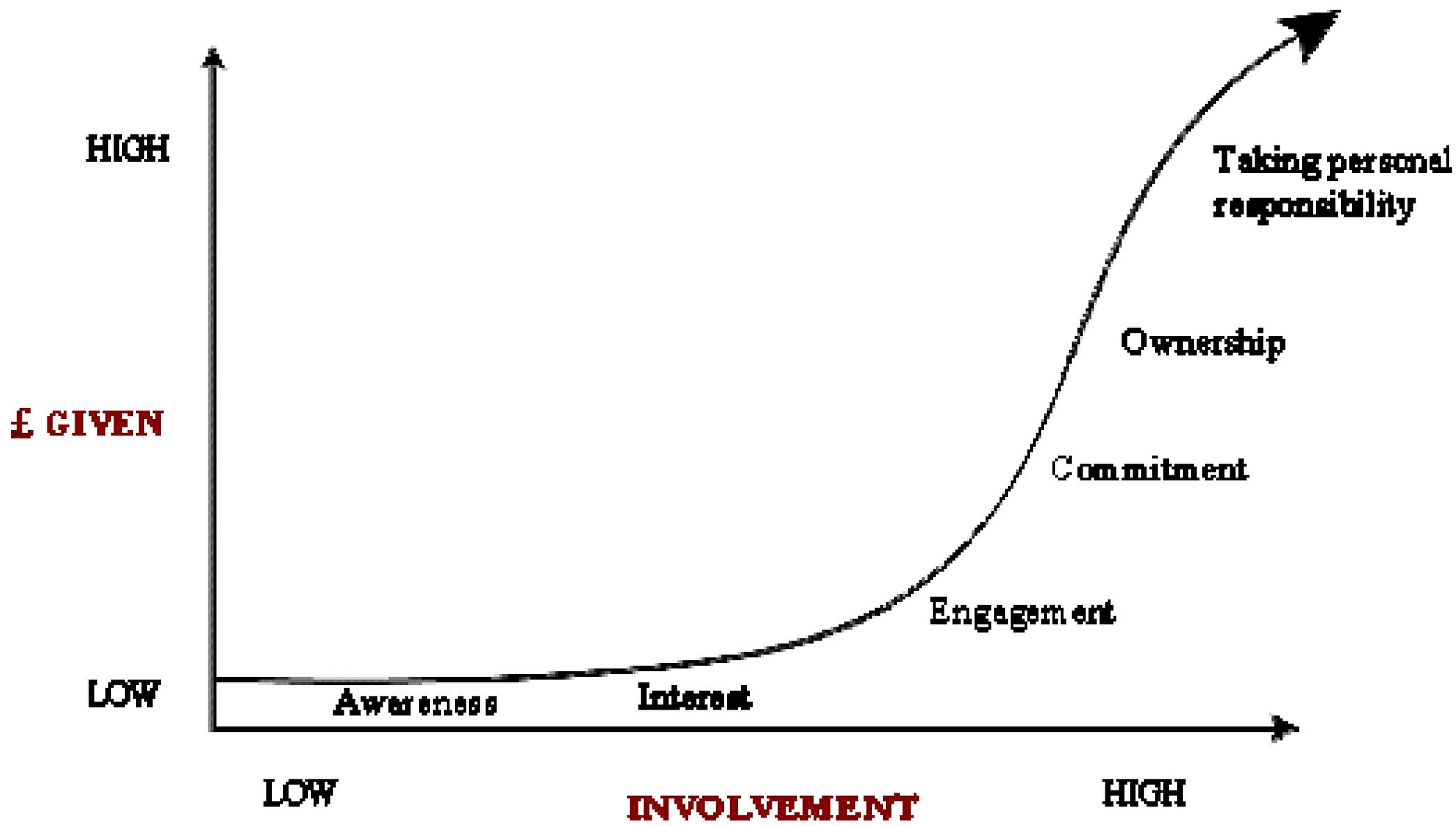
Rapport
Visit

Concept
Visit

Evaluation

Gift
Planning

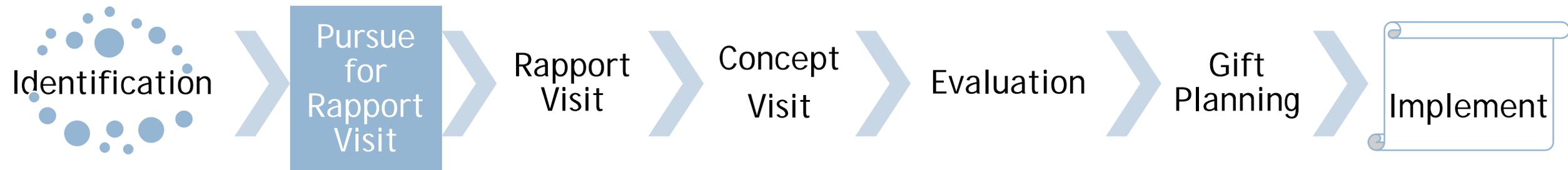
Implement



Stage II: Pursue for a Rapport (Stage III) Visit

- Just ask for an “exploratory conversation”
- You don't have to hit a home run in one visit
- Perhaps ask a colleague to help sell the visit
- Proceeding forward will be a mutual decision

*Getting on base
is the hardest
part.*



Stage III: Establish Rapport/Agree How (or Whether) to Continue

- Big Picture Questions: Listen for Story
- Identify the Most Trusted Advisor
- “Go Shallow”, or “Go Deep”?
- If “Go Deep”, share a sample *Discovery Agreement Memo*

“Tell me about your family.”

What gifts have given you the most satisfaction?”

“Was charitable planning a driving factor in the discussion?”

“What are the most exciting outcomes of your present plan?”

“If I could show you a way...?”



Differentiation: “Through” &/or “to”?

“Through” a charity (verbs)

- Purpose(s) firmly identified, a dollar amount set to achieve it, then strategy developed
- “Philanthropy” is a driving factor
- Key words to affect a specific purpose or impact:
 - ▣ Preserve (a historic site)
 - ▣ Change (the way something is done)
 - ▣ Cure (a disease)
 - ▣ Enhance (scope of a program)
 - ▣ Minister (to orphans and refugees)

“To” a charity (nouns)

- Purpose loosely identified with little-no input from the charities other than their tax number and address
- “Charity” a day-two discussion (if not an afterthought)
- Recognize most donors, even those with “through” interests, also have “to” causes they wish to support





“Going Deep” at Stage IV: the **CONCEPT** Visit

Goal is to walk away knowing their “Concept” (what they want to fix, accomplish, or avoid)

- Review answers given at Stage III
- May elect to use a FACT FINDER
- Establish and clarify goals
- Identify obstacles & resources
- Gauge their timing and urgency
- Explain Stages VI-VII

The 5 “P’s”

- People
- Philanthropy
- Professionals
- Properties
- Plans





Stage V: Evaluation

- 1) Determine if, or when the prospect will be ready for Stage VI.
 - If not, what role will you have with them moving forward?
 - If yes, do we have a target date for implementation?
- 2) Rate their readiness level: 1 Highest/5 Lowest
- 3) What are strengths & weaknesses of current plan?
- 4) Necessary revision, or just tweak a few things?
- 6) What is the receptivity of other advisors?
- 7) Create a draft proposal, noting what info you still lack.



Rating and Improving Readiness Level

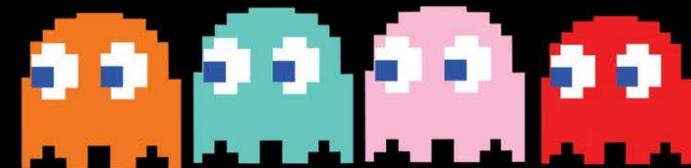
1 is High; 5 is Low

If Low Readiness Level:

- Don't yet proceed to Stage VI
- Ask for advice from colleagues
- Campus or facility tour
- Special event
- Visit with CEO or board member
- Perhaps its something out of everyone's control, i.e. pending surgery or an upcoming vacation



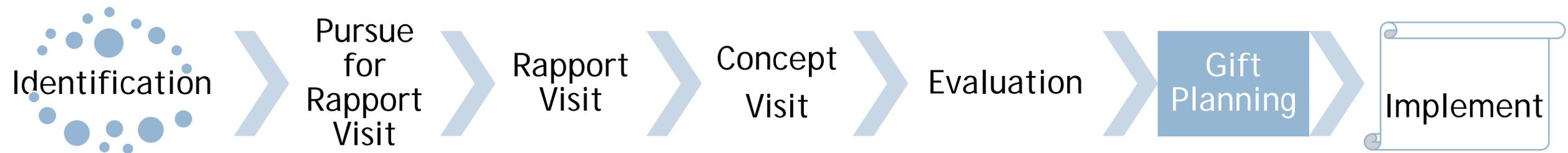
READY PLAYER ONE



Stage VI: Gift Planning



- 1) Goal is to create a proposal:
 - Crescendo™ or PG Calc™
 - *Discovery Agreement Memo*
- 2) Go over proposal with donor
 - Design so he/she can explain and, if necessary, defend it
- 3) Integrate [Most Trusted Advisor](#) into the discussion early-on



Elements of a Discovery Agreement Memo

I. GOALS & OBJECTIVES

A. CHARITABLE

1. "Through" Gifts
2. "To" Gifts

B. FAMILY/PEOPLE

II. CURRENT SITUATION

A. Present Estate Plan

B. Property - Estate Inventory

III. ISSUES & CONSIDERATIONS (Amplify/Elaborate section I)

IV. SUMMARY OF PROPOSED PLAN

A. Overview

B. Mechanics of Implementation

V. ILLUSTRATION (flow chart)





Stage VII: Implementation

Practical Tips and Suggestions

- If stuck, ask for advice
- Know how to differentiate yourself effectively
- Share stories with colleagues
- Market the PGO as a resource
- Be sure donor(s) love proposal and can defend it if/when challenged

