Looking Ahead
Securing the Future of Your Institution Through Planned Giving

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Agenda

Grasping the Potential

Launch & Integration

Overcoming Obstacles

Goals

Ready or Not, Here I Come

The great wealth transfer has started. Are you ready? Are you focused on planned giving? Will your college participate? Will you only hear about other colleges receiving estate gifts? Will you only watch while other colleges benefit? Are you willing to work for future leaders? Are you focused on today, with no thought of the future? Do you know the current benefits of planned giving as well as the future benefits? Are you strategically thinking? Do you know how? Will your leadership now matter tomorrow? Are will willing to leave the largest gifts on the table? **Do you have a plan?**

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Serving Those Who Serve

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Serving Those Who Serve

Financial Planning Ministry

Financial Planning Ministry

Educational Ministry

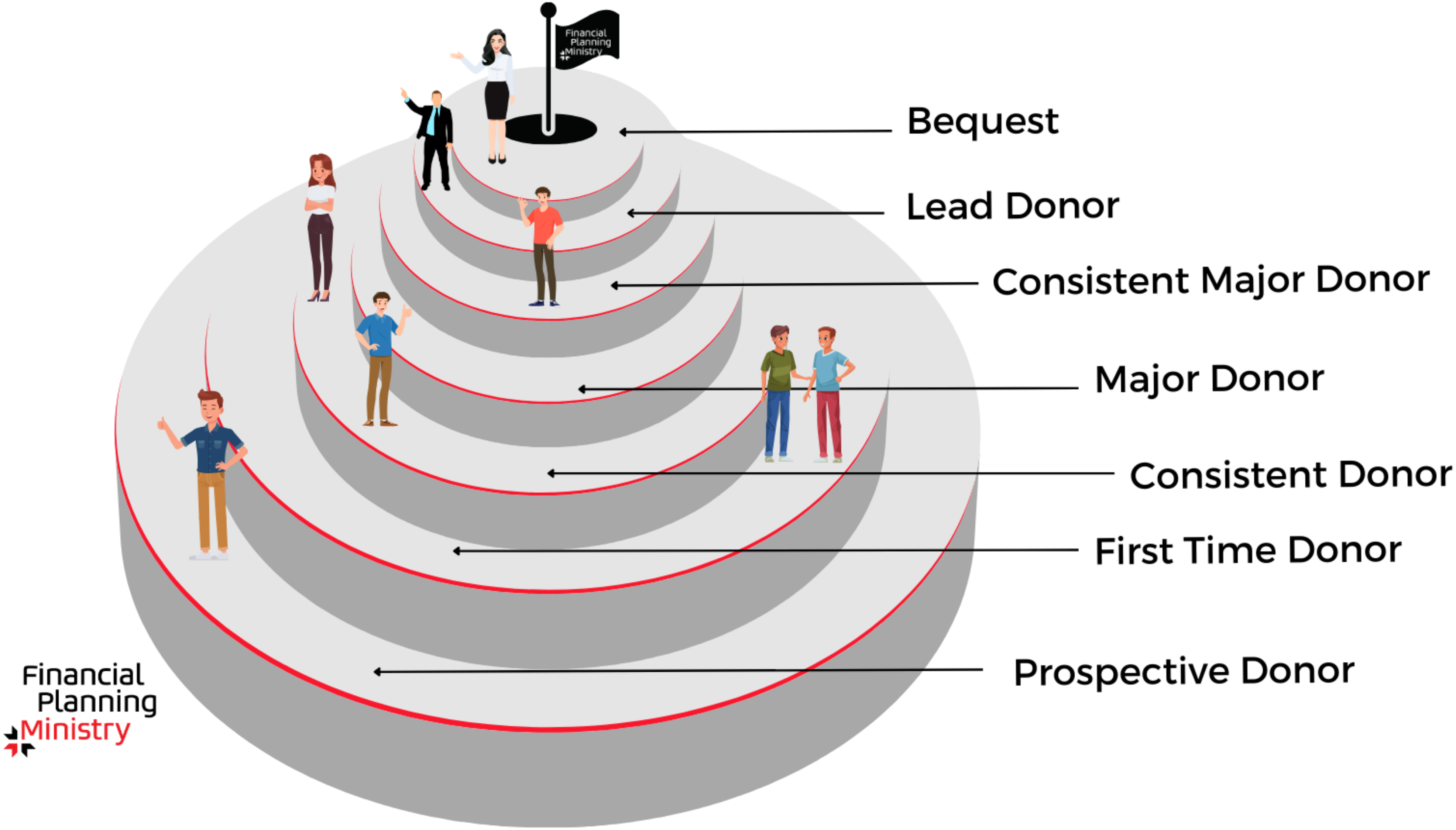
- Non-profit
- Faith Based
- Inspiring and facilitating Biblical stewardship and generosity in planned giving (wills and trusts)
- Legal education / not legal advice
- Ministry / not a law firm
- Turnkey – from promotion to education to documents to shepherding gifts to the charity

Co-op

- Shared Cost Model
- Part-time Staff / like an expert staff focused on planned giving
- 150+ Partners
- Scrivener Service
- 3rd Party Provider
- Partnership / not vendor
- Ability to train your staff
- 47:1 (industry standard 4:1)

Proven Model

- Currently over $1 million a day in expectancies
- 50,000 members
    - 96% Satisfaction Rate
    - 6,000+ families served in 2023
- $2.7 Billion in expectancies
- Member of Christian Legal Society
- 500 educational events annually
- Document creation and lifetime updates


Financial Planning Ministry
Bequest
Lead Donor
Consistent Major Donor
Major Donor
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First Time Donor
Prospective Donor
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Grasping the Potential

> The Great Wealth Transfer is the transfer of wealth from Baby Boomers to Generation X and Millennials. It's estimated that $84 trillion in assets will be passed down between 2023 and 2045.

Kiplinger / The Street / Forbes (2023 articles)

“The Great Wealth Transfer is underway, and 15% of American adults expect to receive an inheritance in the next decade. The primary methods of transferring wealth are gifting during lifetime or leaving an inheritance at death. As of 2023, individuals can transfer up to $12.92 million without incurring any federal estate taxes.”

Fidelity / New York Life (2023 articles)

“Tithe from my Dad’s estate. I could not think of a better place to send it.”

$40,000

Funding Estate Gifts

$300,000

Family was nominal inconsistent donor

$80,000

Family had given one gift, under $100

$1,200,000

Family was significant consistent donor, from Spouse's estate

$10,000

Family was significant consistent donor, gift was from Mom's estate

Critical Statistics to Know and Understand

67%

Most of your constituencies have no end-of life documents

2.74

The average estate gift is 2.74 times the cumulative lifetime giving of your donor

100%

End of life is the **ONLY** time your donors can give from all assets

Critical Statistics to Know and Understand

4:1

For every dollar you invest today, you should yield at least four dollars in your pipeline

50%

Current donations on average will increase 50%+

95%

95% of all planned gifts are in wills and revocable living trusts

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Launch & Integration

Planned Giving must be Paramount

Ministry First

- Serve your donors, help them take care of their families in a way that honors God

Marketing

- Promote regularly without ever pausing

Commitment

- To the next generation of leaders

Viability

- Communicate your institution will be around for multiple generations

Methodology

- Lawyers / Scrivener Services
  Lawyers: Referrals / In-house
  Scrivener: faith based/secular and non-profit /for profit

Ecclesiastes 1:9

samples/FPM Partners

- Manhattan Christian College (KS)

  https://mccks.edu/about-mcc/partners/estate-planning/

- Central Christian College of the Bible (MO)

  https://cccb.edu/give/estate-planning-webinars

- Concordia University Irvine (CA)

  https://www.cui.edu/giving/how-to-give/estate-planning

Everyone Needs A Plan

Whether you have a lot or a little, having a will or trust in place is one of the most responsible and caring things you can do for the people you love. Attend our free online event and demystify any confusion you have about taking this step. FPM has been helping people like you since 1982.

Overcoming Obstacles

Common Misconceptions/Mistakes

7-year itch

Start – but no gifts after seven years and so you stop

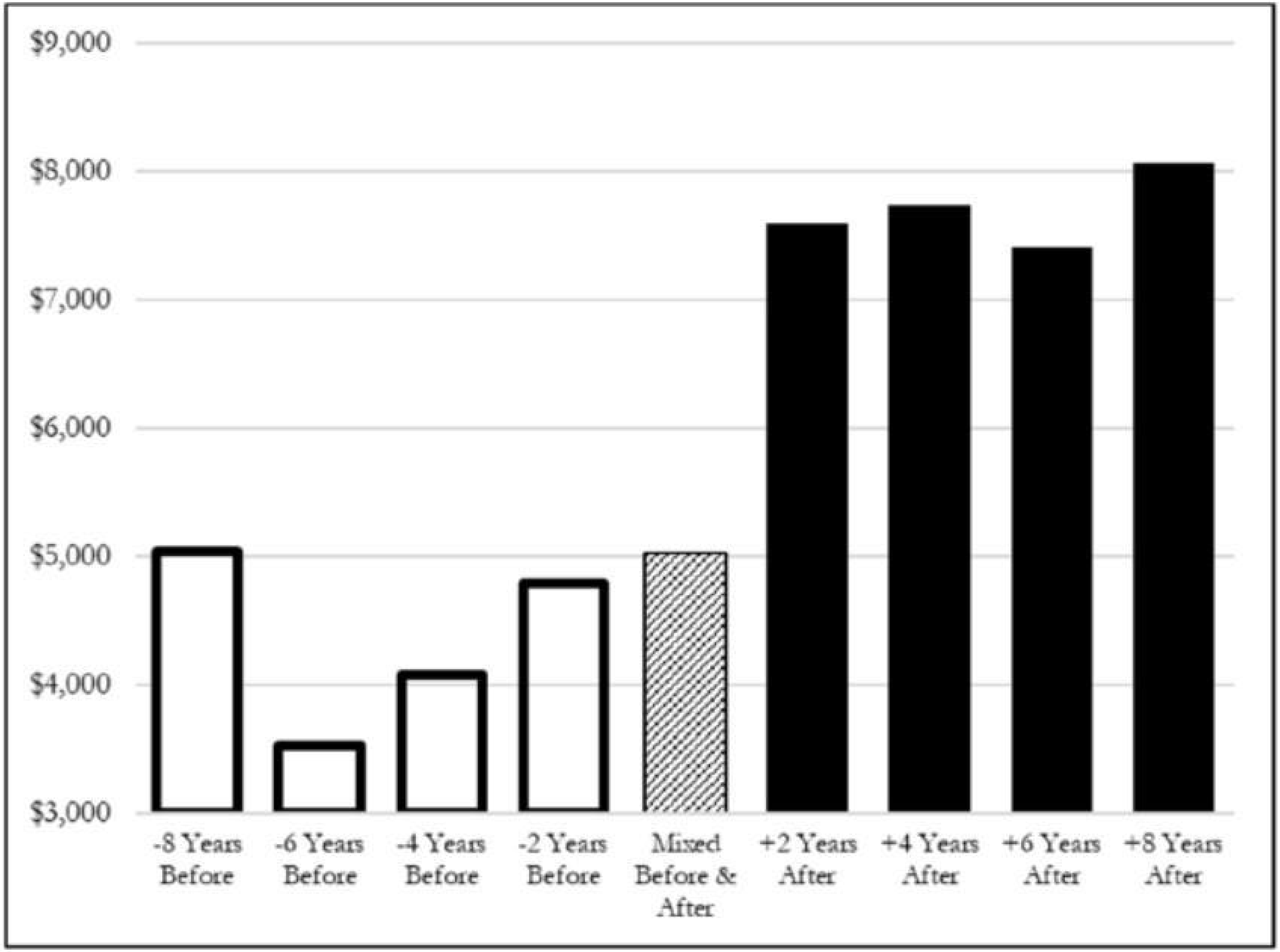
Revocable?

Yes – but 95% will come in

Need $$ Now

Gift in an estate plan increases current giving

Figure 1. Average Annual Charitable Donations Before and After Adding Charity to an Estate Plan



Common Misconceptions/Mistakes

Simplify

Robust Wills & Living Trust FIRST (95%) – then Irrevocable (5%)

Not Asking

Only 9% will include charity bequest if not asked (4% Faith based)

Out of Focus

Celebrate your pipeline / Families served, not gifts received

Common Misconceptions/Mistakes

Nearsighted

Current year focus only, be passionate about future leaders

Buy In

Total commitment: Board, Leadership Team, Faculty/Staff, Alumni, etc.

Leadership Change

Fad of the current leader, not the organizational commitment / Culture / ethos

Goals

Planned Giving

a decision today for a gift tomorrow

Start (Continue)

Ministry First

Philanthropy Second

Organizational Commitment

Total Buy in from all Stakeholders

Focus on Wills & RLT

Unstoppable Determination

Promote, promote, promote

Commitment to the win-win

Celebrate the Pipeline

Serving Families

The Gifts will come!

Financial Stability

Gifts in the Pipe-line

Gifts being received

Are you ASKING?

60 % + have no plan

8-9 % have a charity named in estate plan

Less than half is faith based

30 to 40% will do so if they are asked!

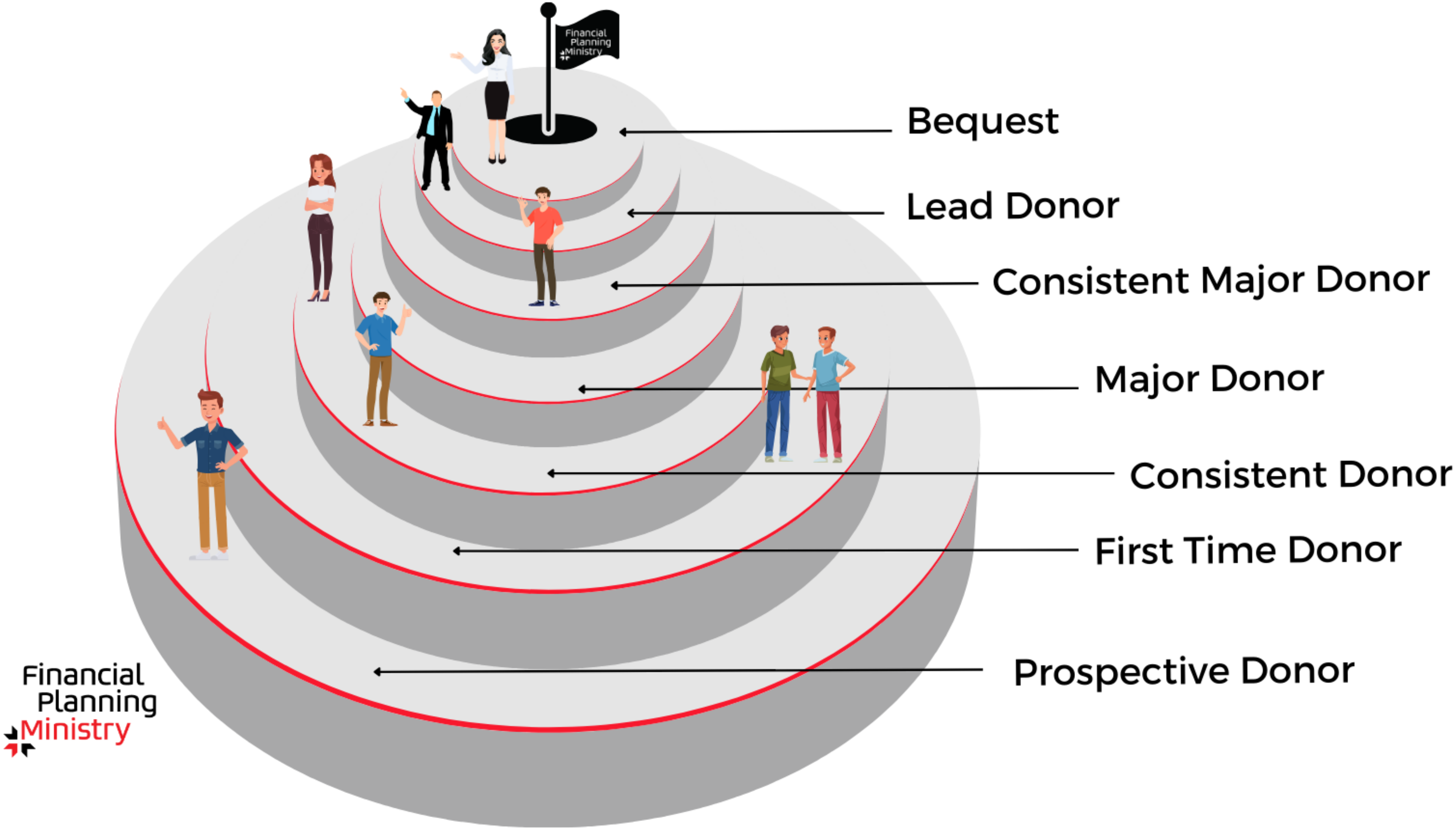
Current Consistent Donors (CCD)

- *"The $20 a month donor, or the donor who has given faithfully for 15 years, is much more likely to leave a bequest."* Johnson

- *"What is your potential? How many $25 a year donors can give $100,000? Solid research verifies that donor loyalty is one of the most reliable predictors of legacy gifts."* Johnson

What is your potential pipeline?

- 100 CCD X $30,000
  - $3,000,000
- 500 CCD X $30,000
  - $15,000,000
- 1,000 X $30,000
  - $30,000,000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Bonus

Spiritual

"Fundraising is first and foremost a form of ministry."
Nouwen

Cart before the Horse
Wills and Revocable Living Trust – First/Priority

95% Simple Bequest/Revocable

5% Irrevocable

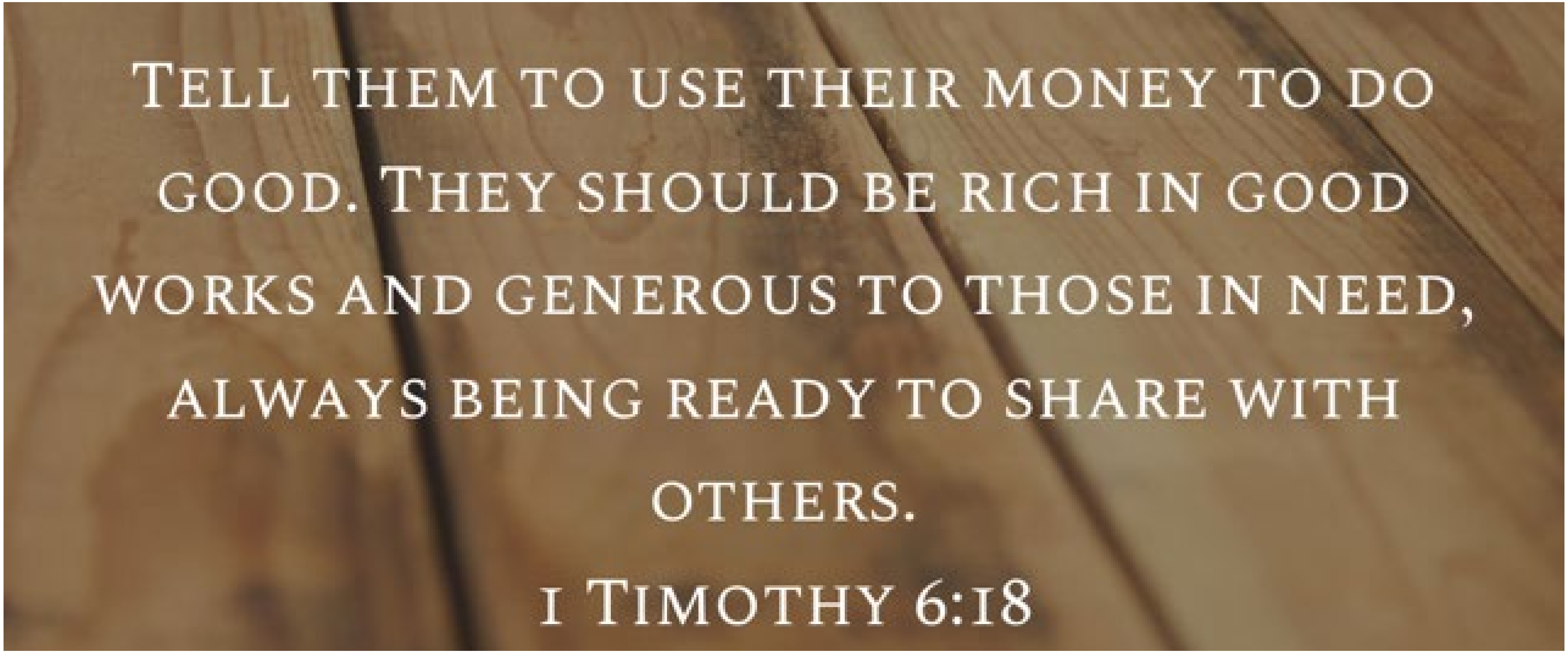
Irrevocable Life Insurance Trust (ILIT), Intentionally Defective Grantor Trust (ICGT), Retirement Trust, Qualified Personal Residence Trust (QPRT), Qualified Domestic Trust (QDOT), Beneficiary Defective Inter-Vivos Trust (BDIT), Charitable Remainder Trust (CRT), Charitable Lead Trust (CLT), Charitable Gift Annuities (CGA), Charitable Remainder Unitrust (CRUT), Pool Income Trust (PIT), Retain Life Estate, By-pass Trust, Qualified Terminable Interest Property (QTIP) or (QDOT), Generation-Skipping Trust, Fixed Annuity (GRAT), Variable Annuity (GRUT, Trust Income (GRIT) Right to live in Trust Property (QPRT), etc.


M3 O1 N1 E1 Y4
THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE

2,350

Stewardship Verses in the Bible

Planned Giving vs **WEALTH** not cash Flow



Purpose of Wealth

- Tithes and Offerings
- Test of Faith
- Provide for our Families
- Hospitality
- Kingdom Expansion