

Coming of Age—The Twenty-One Factors in Designing a Successful Planned Giving Program[©]

ACTIVITY	ACTION
1 Secure Board commitment to the concept and process of a Planned Giving program. In order to have trustees feel the appropriate consequence of this activity, it is important that there be a report, a discussion if necessary, and official action at a Board meeting.	
2 The chair of the Board should recruit a chair for the Planned Giving Committee. The enlistment should be done prior to a Board meeting, and announced at a meeting.	
3 The chair of the Planned Giving Committee should select and enlist members for the Committee. They need not, and very likely should not, all be members of the Board.	
4 Begin the search, interview, and hire a full-time Planned Giving Officer. If not a full-time person, decide who on the staff will carry the portfolio and what percentage of time will be allocated to the activity.	
5 Develop a commission and a <i>Chart of Work</i> for the Committee.	
6 Develop a Planned Giving policy to be approved by the Committee and submitted to the Board for review and authorization.	
7 The Planned Giving Committee should meet on a regular basis—likely every other month for the first year. There is much to do in getting the work reviewed and started. Regular meetings underline the significance of the effort.	
8 Through the Planned Giving Committee, have regular reports to the Development Committee and the Board.	
9 Call on all Board members to review their estate plans and the potential for Planned Gifts.	
10 Develop a list of your prime 200+ prospects for Planned Gifts.	
11 Design a program and a plan for one-on-one calls on high potential prospects.	
12 Determine, plan, and develop an in-house <i>frequent mail</i> program.	
13 Recruit an area Endowment Council—comprised of local <i>Agents of Wealth</i> —attorneys, CPAs, insurance sales people, financial planners, and so forth.	
14 Establish a five year and a ten year endowment goal for the Institution.	
15 Plan at least one board meeting during the year when there is an extended discussion about Planned Giving.	
16 Hold regular <i>Wills Clinics</i> and <i>Estate Planning Seminars</i> .	
17 Formalize plans for a <i>legacy-type</i> club—with established goals for membership for the next three years, the next five years, and the next ten years.	
18 Send a mailing to your entire data base to discover who among your various constituencies have already made a determination to provide for the organization in their estate planning.	
19 Design a plan for recognizing members of <i>the legacy group</i> on some sort of a regular basis.	
20 Research all those who have provided for the organization in the past (left a bequest) and include this group for permanent recognition.	
21 Prepare whatever material is necessary that will help interpret your Planned Giving program and the need for endowment.	