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Manitoba



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**Lead.**  
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# Planned giving: what it is and how it works

## Fund development

Friday, Oct. 28, 11:00 a.m.





# Your facilitators

## **Jennifer Litchfield**

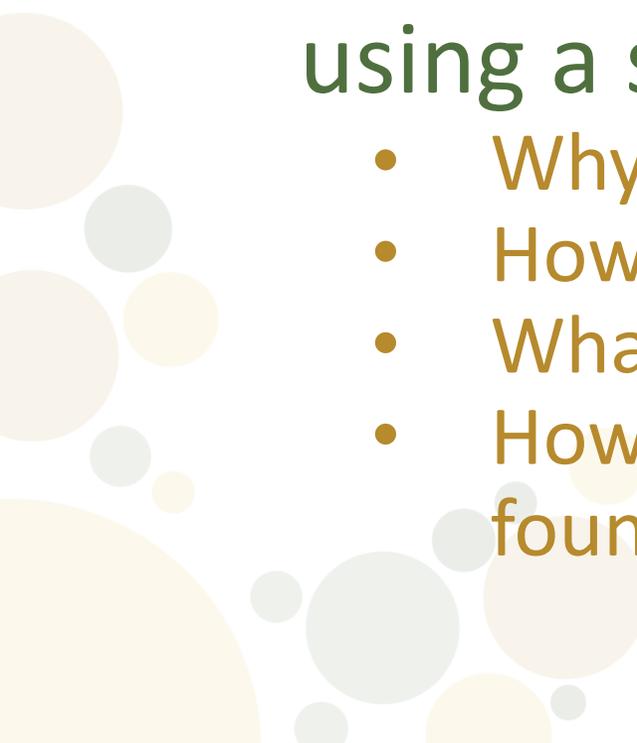
The Winnipeg Foundation  
Senior Associate & Counsel  
Donor Engagement

## **Jane Robillard**

Northern Neighbours Foundation  
Board Chair



# Our approach

- The fundamentals: cellphones and washrooms.
  - The goal: create a *fun, safe and engaging* space.
  - The format: share knowledge and experience using a structure of:
    - Why is this important?
    - How do you do it?
    - What is the outcome?
    - How can I apply this learning with my community foundation?
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# Our philosophy

- *You* are the expert of your community and your community foundation.
- Please share *thoughts, knowledge, and experiences* so that we can all learn from each other.





Why are planned gifts (e.g. gifts in wills) and the activities that support them beneficial to your community foundation's vision and mission?

Take a worksheet and **write** down your answer.



# Jane Robillard

## Northern Neighbours Foundation



# Definition: planned giving

- Giving that requires some planning by the donor.
  - Includes different types of gifts:
    - e.g. gifts in wills
    - e.g. publicly-listed securities
    - e.g. registered retirement accounts (RRSP/RRIF)
    - e.g. insurance
  - Often involves professional advisors, e.g. lawyers.
  - Often received in the future (plan now, receive later).
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# Why consider planned giving?

- It can be simple!
  - Your foundation does not have to be large.
  - Receive gifts that work for your foundation.
  - Build on what community foundations do well -> efforts now **benefit the future** community.
- 



# Why consider planned giving?

- A way for average people to leave **above-average gifts**
- Build **future** giving (i.e., revenue stream) from **current** relationships.
- Good ROI - lower cost with higher return (i.e., larger gifts).

*Note: time between initial investment and gifts can be a challenge.*

*-> Build planned giving into overall fund development strategy.*





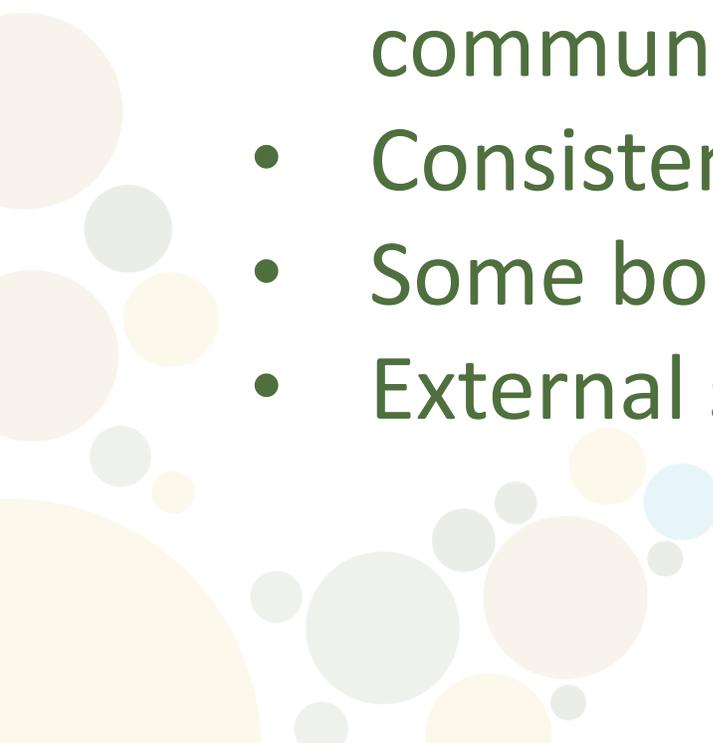
# Why are planned gifts (e.g., gifts in wills) and the activities that support them beneficial to your community foundation's vision and mission?

Reflect on original response.

How might you adapt your response?

# Simple steps to implement planned giving



- Assess your readiness as an organization.
    - A solid base of supporters.
    - Well-established reputation and presence in the community.
    - Consistent short-term giving (revenue stream).
    - Some board or staff capacity to dedicate to PG.
    - External supports, e.g., lawyer in your network.
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# Simple steps to implement planned giving

- Start with basic will gifts (bequests)
  1. Simple marketing.
  2. Develop sample will wording\*
  3. Provide recognition and stewardship.
  4. Establish good file protocols.
  5. Learn basic estate administration.

Consider a gift acceptance policy – what are you willing to accept?

*\*Tip: ensure your legal name and charity number are clearly stated*

# 3 easy ways to market will gifts

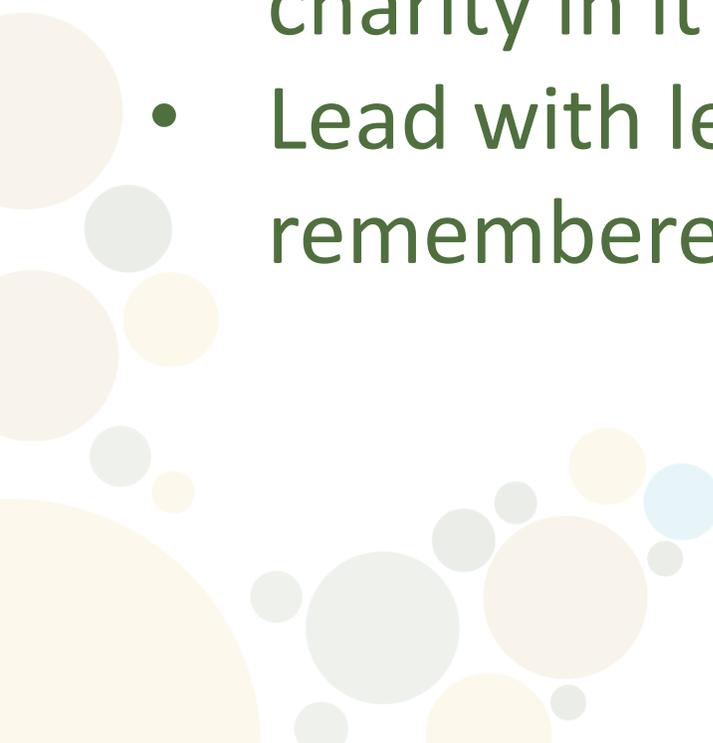
- Use your existing publications/materials – weave it in.
- Use stories (testimonials).
- Create ways for people to indicate interest/commitment
  - **e.g. check boxes on donation form:** *"I am interested in hearing more about how to leave a gift in my will."* and/or *"I have included a gift to ABC Foundation in my will."*
  - **e.g. signature line in email:** *"Did you know you can leave a gift in your will to ABC Foundation?"*



# How to talk about a sensitive topic

(money and dying)

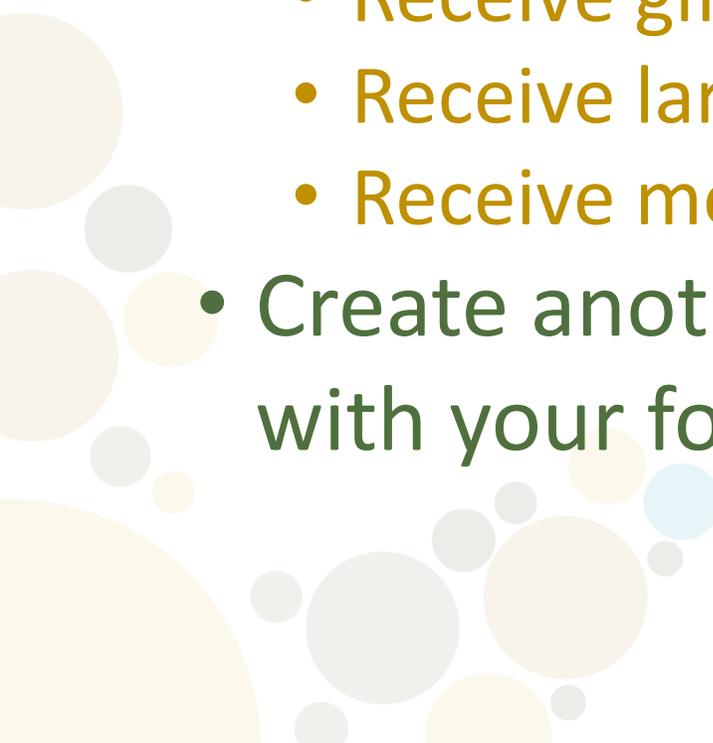
- Focus on those that show interest.
- Promote the general need for a will and ability to give to charity in it (after taking care of loved ones!)
- Lead with legacy – how do they want to be remembered? What are their hopes for the community?





# The outcomes of planned giving

- Increased financial capacity to realize your vision and mission.
  - Know what future gifts you are expecting.
  - Receive gifts that work for your foundation and community.
  - Receive larger gifts.
  - Receive more general purpose gifts (i.e., the most flexible).
- Create another way for community members to engage with your foundation.





# Planned giving

What is your first action after being informed that someone would like to leave a gift in their will to your foundation?



# Planned giving

What is one way you could implement planned giving for your community foundation after today's session?



# Planned giving

## Exploring YOUR challenges:

- What is your greatest challenge with respect to your foundation engaging in planned giving activities with your community?

Discuss in group. Share with all.



# Shared reflections

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**Planned Giving:  
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Fund Development

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**What's one key takeaway or "AHA"  
that you want to remember?**

**What are you curious about now?**



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**Thank you**

**Endow Manitoba** is an initiative of The Winnipeg Foundation