

## Board Presentation

You can't expect board members to rush out and add a codicil to their estate plans based on one or even several board presentations. Your board members will need personal encouragement to get the job done.

Some argue that the one-to-one approach should be restricted to board members with some years of service. It does seem a bit forward to hand a newly installed trustee a model codicil to his or her will. But it's not out of place to ask those who have been on the board three or more years to consider adding their names to the Legacy Society roster. The planned giving program, like most other effort to raise general funds, needs board leadership to fully succeed.

Board follow-up, with the obvious exception of the board member's responsibility to lead the way by example in matters like this, is much the same as visiting or calling any devoted donor to the organization. Below you will find an adaptation of *Soliciting Planned Gifts* that you can use to guide your volunteers in asking board members to lead the planned giving program through example.

### **A Volunteer's Guide to Soliciting Planned Gifts from Board Members**

1. Keep the conversation personal. You are not presenting a planned giving "program" but talking about people who have cared enough about the organization to have assumed a high volunteer leadership position in it. Focus on the annual legacy circle recognition event and how you hope they can be a part of it.
2. Give examples of how you or other board members have made your own planned gift commitment.
3. Emphasize the prospect's interests: note and comment on mementoes, family pictures, art work, and other signs of special interests. If the visit is not in the prospect's home, make a special effort to draw the donor into conversation about his or her interests and needs.
3. Review a few facts about the organization that you know the prospect has shown a special interest in as a board member: number of people served, physical changes at the facilities, annual budget, recent accomplishments and awards.
4. Be clear. You are with the prospect to encourage him or her to become a member of the Legacy Circle by making a planned gift. State that clearly. "We are hoping you and every other member of the board will consider joining the Legacy Circle by including the organization in their estate plans. This kind of commitment will allow us to be much more persuasive

when we ask non-board members to do the same.” Leave the Legacy Circle enrollment form and your general planned giving brochure with the donor.

5. Expect objections. Listen to them without interrupting. Acknowledge them. Answer them straightforwardly.
6. Be helpful. Point out simple ways to become a Legacy Circle member by naming the organization:

- \* **a beneficiary of a bequest through your Will or Trust**
- \* **a beneficiary on a life insurance policy**
- \* **a beneficiary in an IRA, retirement plan, or bank account**

If the organization has a pooled income fund, gift annuity program, or charitable trust information, remind the prospect that these options exist.

7. Conclude by thanking the prospect for considering Legacy Circle membership.

Dear \_\_\_\_\_,

The Board of Trustees of the organization would like to enroll you in its Legacy Circle.

Your Legacy Circle membership is an important act of board leadership. It is also a practical way for you to provide for the organization, without affecting your current finances at all, through thoughtful estate planning.

Members of the Circle receive invitations to special events and educational programs, a personal certificate of membership, and their names inscribed on the Legacy Circle plaque.

Becoming a member of the organization's Legacy Circle is simple. All we need is to be told that our organization is in your estate plan. You qualify if you have remembered the organization:

- \* **As a beneficiary of a bequest through your Will or Trust**
- \* **As a beneficiary on a life insurance policy**
- \* **As a beneficiary in an IRA, retirement plan, or bank account.**
- \* **As a beneficiary of a charitable remainder trust or similar vehicle**

As you know, the purpose of the organization's Legacy Circle is to recognize those who have remembered it in their estate plan and, through their example, to encourage others to do the same. The more board members we have who are Legacy Circle members, the more persuasive will be our planned requests gifts to others.

Please let us know when your planned gift commitment is part of your estate plan. This kind of information is very valuable to us generally, but especially from board members. If you do not want us to use your name publicly let us know, but we still hope to hear from you. The enclosed card is for your convenience. We hope to hear from you soon.

Sincerely,

(Volunteer's signature)  
Planned Giving Committee

P.S. The accompanying flyer offers some useful planning strategies that can help you meet some of your personal and financial needs while providing future support for our organization.

### Legacy Circle

I/we have already made provision to support the organization through our estate plan. Check **(A)** or **(B)**.

**A:** You may list the name(s) below in the *Legacy Circle*.

**B:** Enroll me/us in the *Legacy Circle*, but do not use the names(s) listed below publicly.

**Names(s)** *(Please print):*

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**C:** I/we have not made provision to support the organization through our estate plan, but \_\_\_\_\_ plan to do so.

**D:** Please send your free Wills Preparation Kit to:

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

## **SCRIPT FOR A VISIT TO A PLANNED GIVING PROSPECT AND BOARD MEMBER**

The planned giving volunteer must convey a positive spirit toward the organization and a respectful concern for the board member's philanthropic, family and financial interests. The script below is only a warm-up exercise. It will come off as artificial, even manipulative, if it gets in the way of your genuine interest in both the prospect and the cause.

The volunteer's mission is to show the prospect that the organization deserves a place in the donor's estate plan. At the same time, the volunteer must also explain how the future good of the organization need not be in conflict with the board member's immediate financial and family obligations and that, in some cases, a planned gift can help with these more immediate concerns.

*(Scene One: Act One: As the curtain rises, the planned giving volunteer and the prospect sit opposite each other in the prospect's living room.)*

**Vol:** Those must be pictures of you children and grandchildren. How many do you have?

**Don:** Three children and four grandchildren. *(Encourage description of family or other interest such as present or past career, hobbies and cultural interests. Show the prospect you are interested in them and their family. Allow them to set the pace, and listen carefully.)*

**Vol:** *(The conversation roams over ground familiar and of interest to the prospect, with the prospect encouraged to talk, and the volunteer listening attentively.)* Like any family, the organization needs to look beyond its immediate needs to the future. We are making these visits to encourage board members to join the Legacy Circle. Do you recall the Legacy Circle?

**Don:** Remind me.

**Vol:** The Legacy Circle honors those who have included the organization in their estate plan. Starting with our board members, we plan to actively encourage those who care about the organization to remember it in this way. *(Clearly state the goal of your planned giving program as specifically as possible. If not much leaps to mind see Your Case under Getting Started.)*

**Don:** Well, my estate is not that large, and I have my children to consider.

**Vol:** The philosophy of the Legacy Circle is that family comes first. The Legacy Circle members take care of their family responsibilities, then leave a bequest to the organization as their means allow.

**Don:** What size bequest are you talking about?

**Vol:** Well, say someone gives us \$500 a year. For us to receive that amount every year, we would need about \$10,000 - 20 times their annual gift - to invest. This would be enough to create income that would keep their gift of \$500 coming every year. They would have provided a perpetual gift to the organization. Do you recall the number of people we served last year?

**Don:** Not really,

**Vol:** As of this date we have served (number) people. (Also describe the long-term goals of the organization which planned gifts will support.) The members of the Legacy Circle lead by example, and the example of the board is essential. By making a bequest, they encourage others to do the same.

There are other ways of joining the Legacy Circle besides bequests. Do you recall the details of the pooled income fund and gift annuity programs?

**Don:** No.

**Vol:** They are part of the family-first theme. Donors put cash or stock into the fund or into a gift annuity contract and receive immediate tax benefits and lifetime payments. Donors can do the same thing with real estate subject to capital gains tax. The organization can work with donors who would like to avoid that heavy tax and help the organization at the same time.

**Don:** Well, it's a lot to think about. I'm going to have to talk to my family about it.

**Vol:** Absolutely. Here's some information about planned giving and the Legacy Circle. Thank you for having us to your home, and we'll be keeping in touch with you.