

Staging Estate Planning Seminars

Charities sponsor estate-planning seminars because they have the advantage of providing face-to-face communication between the nonprofit sponsor and its supporters on a subject that can benefit both. Charitable bequests, still the most common planned gift, require a written estate plan. Seminars can help donors get this task done. Seminars also offer a forum to present the tax and income benefits of charitable trusts and other gift vehicles.

Some volunteers and staff tend to make seminars the centerpiece of their planned giving programs. The temptation toward seminar-centered planned giving is especially strong when someone, sometimes committee volunteers, are hoping to find a promotional platform for their financial or estate planning products and services.

The planned giving committee's main objective is to recruit members into your organization's legacy circle. That is best done through one-to-one conversations. Staff and volunteers who are enthusiastic about mailings and seminars but are reluctant to meet one-to-one with prospects need to rethink what they are about. But a well-run estate planning seminar provides your supporters a valuable service.

Find below:

- Seminar Checklist
- Typical Seminar Program
- Newsletter Announcements
- Welcome Letter from Your Executive
- Seminar Evaluation Form
- Charitable Trust Outline (one page)
- Attorney outline (five pages, stapled)*
- Promotional flyer

* Your volunteer attorney may have an outline that's better attuned to your state's laws.

Seminar Checklist

PROMOTION:

- Preliminary meeting or call with Development staff and executive
- Seminar flyers ready for mailing by _____
- Placement of newsletter announcements two-months before seminar
- Mailing of promotional flyer four weeks before seminar

SEMINAR SUPPLIES: *(Check supplies two weeks before seminar.)*

- Folders with your organization's name on cover
- Welcome letter from board president or executive
- Evaluation and follow-up forms
- Speakers' handouts:
 - Attorney's handout
 - Handout on Charitable Giving
 - Other Speakers' handouts (if any)
- Information on your organization
- All materials collated and placed in packet

HOSPITALITY SUPPLIES:

- | | | |
|----------------------------------------|------------------------------------|----------------------------------------|
| <input type="checkbox"/> Coffee | <input type="checkbox"/> Tea/cocoa | <input type="checkbox"/> Coffee urn(s) |
| <input type="checkbox"/> Hot water urn | <input type="checkbox"/> Cream | <input type="checkbox"/> Napkins |
| <input type="checkbox"/> Fresh fruit | <input type="checkbox"/> Cookies | <input type="checkbox"/> Trays |

Typical Seminar Outline

Saturday Morning, 9:30 to Noon

9:30 - 9:35: Welcome from your organization.

Seminar breaks into two sessions, one for married on for single

9:35 - 10:45: Estate Planning Attorney: Passing property to heirs, probate avoidance, wills, revocable living trusts,

10:45 - 11:00: Break

11:00 - 11:30: Charitable Trust Specialist: making bequests to charity, the tax and financial advantages of charitable trusts, gift annuities, etc.

11:30 - Noon: Estate Planning Attorney: Durable power of attorney for finance, durable power of attorney for health care, consevatorship

Noon: Thanks to all

Newsletter Announcements

Estate Planning Seminar Set For the Single and Married

Reducing estate taxes, avoiding probate, and providing for heirs will be among the topics treated at **"Estate Planning for the Single and Married"** (DATE, TIME, PLACE). The free seminar will have separate sessions for single and married people. Topics will include life support systems and your legal rights, saving taxes when selling stock or real estate, probate, wills life income plans, and other crucial estate planning issues. Speakers will include an estate planning attorney and a charitable trust specialist. Reservations are appreciated and can be made by calling _____.

Both Single or Married Need An Estate Plan

This is why our organization is sponsoring **"Estate Planning for the Single and Married"** (DATE, TIME, PLACE), You will hear, in either the session for single or married people, how sound estate planning can save taxes, avoid probate, increase lifetime income, avoid needless medical expense, and prevent family misunderstandings. Speakers will include an estate planning attorney and a charitable trust specialist. The seminar is free but reservations are appreciated and can be made by calling _____.

Single or Married Must Fill Holes in Estate Plan

Find out how to patch the cracks and flaws in your estate plan through which can blow the chilling winds of probate costs, unforeseen taxes, and frustrated intentions. Our organization is sponsoring a seminar, **"Estate Planning for the Single and Married,"** which will be held (DATE, TIME, PLACE). Separate session will be held for single and married people. The session you chose will help you create or tighten up an estate plan, be it a simple will or complex living trust. Speakers will include an estate planning attorney and a charitable trust specialist. The seminar is free but reservations are appreciated and can be made by calling _____.

Seminar Answers Estate Planning Questions

The difference between a will and living trust? The best way to hold property? Can you avoid estate taxes? Can you bypass capital gains tax? The pros and cons of conservatorship? Life support systems and your rights? To answer these questions **"Wills and Living Trusts: Tax and Estate Planning for the 90s"** will be held (DATE, TIME, PLACE). Speakers will include an estate planning attorney and a charitable trust specialist. The seminar is free but reservations are appreciated and can be made by calling _____.

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Welcoming Letter from Your Executive Director

DATE

Dear Friends,

Welcome to our Estate Planning Seminar. I hope the information you gain today will be a helpful guide as you make decisions concerning your future and the future of your family.

Once you have provided for your family members, please consider a thoughtful bequest to our organization. Bequests are vital to our mission. Your bequest endows the future.

Sincerely,

Seminar Evaluation Form

(Date of Seminar)

Please fill out this form and turn it in before you leave. You need not give your name unless you want further information.

1. In general, the speakers made their points clearly.

Strongly agree	<input type="checkbox"/>
Agree	<input type="checkbox"/>
Disagree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>

2. I found the subject matter covered generally interesting and informative.

Strongly agree	<input type="checkbox"/>
Agree	<input type="checkbox"/>
Disagree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>

3. Your organization is offering a valuable service by sponsoring today's seminar.

Strongly agree	<input type="checkbox"/>
Agree	<input type="checkbox"/>
Disagree	<input type="checkbox"/>
Strongly disagree	<input type="checkbox"/>

4. I plan to include your organization in my estate plan

Yes: No: Undecided

COMMENTS: _____

Please have someone contact me about:

_____ Preparing a Will or Trust
 _____ General Charitable Trust Strategies
 _____ Other _____

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

PHONE: (Home) _____ (Work): _____

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Charitable Trust Outline

What You Do:

1. Place an asset (cash, stock, real estate, rental property) **irrevocably** into a charitable trust.
2. Retain a lifetime right to the income the asset produces.

How You Benefit:

1. Receive lifetime income from the trust.
2. Get an immediate income tax deduction.
3. Bypass capital gains tax on sale of appreciated property.
4. Avoid estate tax.
5. Protect principal and control income flow.
6. Gain diversity.
7. Provide for a good cause during your lifetime.

How Our Organization Benefits:

1. Receives principal upon death of income beneficiaries.

How To Establish a Charitable Trust:

1. Have our Development Office provide you with an illustration showing your tax savings and income flow.
2. Ask lots of questions to make sure your life income plan fits your particular needs.
3. Consult your own legal counsel.

We are happy to provide you and your advisers with further information on charitable trusts. This includes a confidential analysis showing the tax and income consequences that apply to you. There is no cost or obligation to you for this service. Call (name and phone number of contact person).

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Attorney Outline

A. Purpose of Estate Planning

1. Orderly distribution of property.
2. Minimize death taxes and other costs.

B. Distribution of Property at Death

1. Wills
2. Joint tenancy and POD accounts
3. Beneficiary designations
4. Revocable living trusts
5. Intestate succession
6. Importance of title to property

C. Probate

1. Intestate (i.e. no will)
 - a) Administrator appointed
 - b) Bond required
 - c) Guardian appointed
 - d) Children's assets
 - 1) Guardianship
 - 2) Blocked accounts
2. Probate of Will
 - a) Name Executor
 - b) Waive bond
 - c) Name Guardian
 - d) Children's assets
 - (1) UTMA
 - (2) Trusts
3. Costs of Probate
 - a) Fees
 - b) Time
 - c) Limited authority to act
4. Methods of avoiding probate
 - a) Joint tenancy
 - b) POD account
 - c) Beneficiary designation for life insurance
 - d) Spousal set aside

- e) Revocable trusts

D. Revocable Trust

1. What is it?
 - a) Trust agreement
 - b) Trustor
 - c) Trustee
 - d) Beneficiary
 - e) Revocable
2. Purposes
 - a) Avoid Probate
 - b) Avoid Conservatorship

E. Death Taxes

1. Federal transfer tax
 - a) Due in nine months
 - b) All assets of decedent subject to tax
2. Unified Credit –
3. Unlimited marital deduction
 - a) QTIP Trust
 - b) Non-US citizens
 - (i) Qualified Domestic Trust
 - c) Bypass Trust
4. Charitable Deduction
5. Generation-skipping tax

F. Lifetime Planning for Estate Tax Avoidance

1. The annual gift tax exclusion
2. Charitable gifts
 - a) Double deductions
 - b) Split gifts
 - (i) additional income for grantor
 - (ii) providing for heirs at later date

3. Life insurance trusts
 - a) Liquidity
 - b) Tax Avoidance

G. Holding Assets in Joint Tenancy or Community Property

1. Step-up in basis

H. Planning for Lifetime

1. Asset management upon incapacity
 - a) Conservatorship
 - b) Durable powers of attorney
 - c) Revocable trust
2. Providing for care for the person
 - a) Nominate conservator
 - b) Durable power of attorney for health care

Definitions

Wills and Probate

Will A document which directs what happens to your property at your death.

Testate If you have a Will, you are said to die "testate".

Intestate If you don't have a Will, you are said to die "intestate".

Intestate Succession

Statutory system setting forth which relatives will receive the estate of a person who died without a Will.

Joint Tenancy

A method of holding title to property with another which allows that property to pass automatically to the surviving property owner.

Community Property

A method of holding title to property of married persons. All income earned after marriage is usually community property. Each spouse owns an undivided one-half interest.

Separate Property

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A single person's property is separate property, and property that was owned by a spouse before marriage or that is inherited after marriage is that spouse's separate property.

Probate

A court proceeding by which a deceased person's property is administered to clear title to the property, pay debts and expenses, and distribute the property to the proper heirs or devisees.

Heirs

Generally, those persons who would inherit by Intestate Succession.

Devisees & Legatees

Those persons who receive part or all of an estate under the Will of a decedent.

Trusts

Revocable Trust

An entity created by execution of a document entitled Trust Agreement. The person who creates the document is the Trustor. The Trustor transfers most of his or her assets into the trust during his or her lifetime.

The Trust is revocable and amendable by the Trustor during the lifetime of the Trustor, and all assets can be removed by the Trustor at any time.

Upon the Trustor's death, the Trust assets pass to the persons named in the Trust, without probate.

Trustee

The person who is in charge of administering the Trust (i.e. making investments, distributing the trust income and principal pursuant to the provisions in the Trust Agreement). During the Trustor's lifetime the Trustor is usually the Trustee. If the Trustor becomes incapacitated or dies, then the next person named in the Trust Agreement to be Trustee becomes the Trustee.

Taxes

Estate Tax

Tax imposed by the IRS on all assets you own at date of death, including life insurance and retirement benefits, plus taxable gifts made during your lifetime.

Gift Tax

Tax imposed on taxable gifts made during life. The tax is imposed only on gifts that exceed a given value set by the US Congress and adjusted from time-to-time.

Gift Tax Annual Exclusion

The amount of gifts that can be made each year to each person free of gift tax.

Unified Credit

The amount of your estate that can pass to anyone before an estate of gift tax is payable.

Unlimited Marital

Deduction A deduction from estate or gift taxes for all assets passing outright to a spouse or to a qualified trust for a spouse (except for non-US citizens).

Charitable

Deduction A deduction from both estate and gift taxes for all assets given to charity. Life time gifts can, if properly structured, also qualify for an income tax deduction.

Stepped-Up Basis

For income tax purposes, all assets of a decedent get a new basis equal to fair market value at date of death. This means that, when the property is sold, there will be little or no capital gains tax because the capital gain is the difference between the basis and the fair market value.

Double Step-Up

If property is held as community property (and not joint tenancy) both spouse's halves of the property obtain a new basis, not just the deceased spouse's one half.

Promotional Flyer

Estate Planning for the Single and Married

Attorney-led group sessions on crucial estate planning issues

Separate session for married and single

(Day, date, time)

(Location)

(Address)

Topics covered: wills, living trusts, probate, conservatorship, and health care rights

For Married: community property, the spousal capital gains trap, minimizing estate tax

For Single: how the law treats you differently, use of trusts and trustees

The seminar is free, but reservations are required.

For reservations call _____.

Give your name, the number in your party, and the session you plan to attend: married