

# PLANNED GIVING: THE POWER OF BEQUESTS

CREATING A LASTING LEGACY FOR  
YOUR NONPROFIT



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# What is Planned Giving?

Planned giving is a way for individuals to donate to a nonprofit through lifetime and post death financial or estate planning. Unlike regular donations, planned gifts are often received after the donor's lifetime.

1. Bequests (Wills & Trusts)

2. Charitable Remainder Trusts/Charitable Gifts and Annuities

3. Donor Advised Funds

4. Retirement and Financial Account Beneficiary Designations

# WHY BEQUESTS MATTER

**Sustaining Long-Term Impact:** Bequests enable your organization to secure future funding for ongoing programs, growth, and endowment.

**A Gift That Reflects Your Values:** Donors can leave a lasting legacy that aligns with their passion for your mission.

**A Win-Win Situation:** The donor benefits from knowing their gift will make a lasting impact, while your organization ensures long-term financial health.



# TYPES OF BEQUESTS

A photograph of a desk with a blue lamp, a pen holder, and a notebook. The lamp is lit, casting a warm glow. The pen holder is made of bamboo and contains several pens. The notebook is orange and lies flat on the desk.

## 🔍 Specific Bequest ×

A donor leaves a designated amount of money (or percentage) or specific assets (e.g., \$10,000, a family heirloom, etc.). Bequest language may specify purpose.

## 🔍 Residual Bequest ×

A donor leaves a dollar amount or percentage of their estate after other gifts and expenses have been paid.

## 🔍 Contingent Bequest ×

The gift is made only if certain conditions are met, such as the death of another beneficiary.

## 🔍 Beneficiary Designation ×

AKA Transfer on Death Designation. A donor makes the nonprofit the beneficiary of their retirement plan or financial account.

# WHY DO DONORS MAKE BEQUESTS

1

## Legacy

Donors can leave a legacy that will continue making a difference after they are gone for nonprofits they are passionate about.

2

## Simplicity

Bequests are relatively easy to establish within a will or trust; even easier with a beneficiary designation.

3

## Tax Benefits

A charitable bequest may reduce estate taxes, leaving more for heirs and your nonprofit.

4

## Flexibility

Bequests can be changed at any time during the donor's lifetime.





# SHARE THE IMPACT OF BEQUESTS

# Building a Bequest Program

## **Step 1: Educate Donors**

- Provide resources that explain the benefits of making a bequest.
- Include gift options and bequest information on your website.
- Create a legacy brochure or informational packet.
- Host informational seminars or webinars.

## **Step 2: Make It Easy**

- Offer easy ways for donors to include your nonprofit in their will or trust.
- Provide sample bequest language. "I give, devise, and bequeath to [Organization Name], [Amount or Percentage of Estate], to be used for [specific purpose]").
- Collaborate with estate planning professionals to guide donors and offer resources for local attorneys. Freely distribute EIN to avoid confusion.
- Add information on your website for those looking to educate themselves discreetly.

## **Step 3: Acknowledge and Celebrate**

- Thank those who include your organization in their will.
- Offer recognition through a "Legacy Society" or other public acknowledgment.
- Honor bequest donors with special events or commemorative plaques.
- However, some donors may request to remain anonymous.





# ENGAGING DONORS

1

## **Personalized Outreach**

Reach out to long-time supporters with a special ask for a bequest, demonstrating how their legacy gift will impact your work.

2

## **Storytelling**

Share stories of past bequest donors or how planned gifts have helped the organization grow.

3

## **Events & Recognition**

Host events (virtual or in-person) for potential legacy donors and recognize existing legacy donors for their generosity.

4

## **Work with Estate Planners**

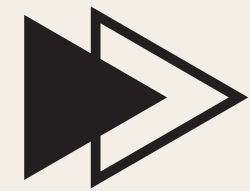
Encourage donors to work with professionals to ensure their bequest is structured effectively.

# LEGAL & TAX CONSIDERATIONS

**Tax Incentives:** Gifts made through bequests may reduce estate taxes, providing a benefit to both the donor's heirs and the nonprofit.

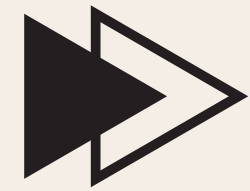
**State-Specific Rules:** Be aware of state laws regarding bequests and taxes. Consider providing guidance or resources to help your donors through estate planning attorneys.

# NEXT STEPS



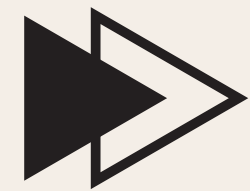
## START THE CONVERSATION

Identify key donors who may be interested in legacy giving and initiate conversations about planned gifts.



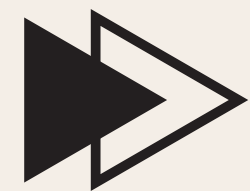
## DEVELOP RESOURCES

Create a planned giving brochure, website page, or dedicated staff member to answer questions.



## SET GOALS

Determine specific goals for your bequest program, such as securing X number of bequests in the next year or establishing a Legacy Society with 25 members.



## TRACK COMMITMENTS

Keep track of bequests and regularly update donors on the impact of their gift.

# FINAL REFLECTIONS

As you design a planned giving program for your nonprofit, remember that every gift you secure is more than just a donation—it's a powerful investment in the future of your mission. These gifts will fuel your organization's growth and impact for years to come, while also creating a lasting legacy that reflects your unwavering dedication and service. You're not just securing funding; you're building a future where your mission continues to thrive.





# SUCCESS CASES: NICK GILMAN- SECOND CHANCE



A photograph of a desk with a lamp and a white overlay. The desk is white and has a blue lamp on it. The lamp is turned on, and its light is visible. The background is a plain wall. A white rectangular overlay is centered on the image, containing the text "QUESTIONS?".

QUESTIONS?



THANK YOU.