

What is a Planned Gift?

- A gift made in a lifetime or at the death as part of the donor's overall financial and/or estate plan.
- Outright gifts that use appreciated assets as a substitute for cash.
- Gifts that return income or other financial benefits to the donor in return for the contribution.
- Gifts payable upon the donor's death.

What Are Benefits to the Donor of a Planned Gift?

- Allows donor to make a significant gift.
- Leaves a meaningful legacy without giving up assets during the donor's lifetime.
- Saves on gift and estate taxes.
- Allows donor to pass assets on to family members at reduced tax costs.
- Reduces or avoids capital gains tax.

Who Are the Best Prospects for Making a Planned Gift?

- Someone who would like to make a large gift but cannot afford to do it now.
- Retired librarian or library employee.
- Individual whose children are financially successful and not dependent on parents' estate.
- Individuals with no children or close relatives.

Who Are the Best Prospects for Making a Planned Gift?

- Individual who wishes to derive assets from estate while they are living.
- Individual whose assets have greatly appreciated and who wants to avoid capital gains.
- Individual whose assets may bring substantial taxation to heirs.
- Individual who has made gifts to the library for more than five years.

Creating and Growing a Planned Giving Program

- Growing a successful planned giving program requires patience and persistence!
- Planned gifts can take a decade or longer to be realized.
- Planned gifts can be among the most cost-effective gifts because of size of gift and less staff time involved.

10 Steps to a Successful Planned Giving Program

1. Learn all you can about planned giving.
2. Get the backing of your library's governing board and executive staff.
3. Start gradually adding planned giving to your other fundraising activities.
4. Identify and publicize ways that small and large planned gifts will support your mission.
5. Review your existing fundraising program and adopt planned giving policies that complement it.

10 Steps to a Successful Planned Giving Program

6. Seek out a mentor who is experienced in the planned giving field.
7. Obtain legal counsel and form alliances with professional gift and estate planners.
8. Publicize opportunities for making planned gifts in your newsletter – do a FAQ.
9. Create a dedicated webpage on your website.
10. Use every opportunity to promote planned giving.

Most Popular Methods of Planned Giving

- Bequests
- Retirement plans
- Life Insurance
- Other beneficiary designations
- Trusts
- Annuities
- Real estate

Promoting Your Planned Giving Program

- Include reference to planned giving in all mailings.
- Ask current donors and members if they have included the library in their estate plans.
- Acknowledge planned givers in annual reports and publications.
- Tell stories of legacy donors.
- Create a recognition circle and host special events for planned givers.

Resources for Creating a Planned Giving Program

- Partnership for Philanthropic Planning
www.PPPnet.org
- Leave a Legacy (a public awareness campaign)
www.Leavealegacy.org
- State and local planned giving professional groups – planned giving councils

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