



National Conference on Philanthropic Planning

October 3-5, 2012
New Orleans, Louisiana

Programming Tracks

- **Phase 1 (P1), Bequests and Beneficiary Designations:** This track focuses on wills and bequests, beneficiary designations in life insurance and retirement plans, and some outright gifts, such as gifts of appreciated securities and real estate. For charitable organizations, it includes strategies that form the foundation of a gift planning program.
- **Phase 2 (P2), Life Income Gifts:** This track focuses on the mechanics of life income gifts, including charitable remainder and lead trusts and charitable gift annuities, and the use of specific asset types within these gifts. For charitable organizations, it covers planning options that can be added to a successful Phase I gift planning program.
- **Phase 3 (P3), Charitable Gift and Estate Planning:** This track focuses on strategies that combine current and future gifts in multi-generational strategies that usually involve multiple donor advisors. Specific topics might include private foundations, supporting organizations, donor advised funds, case studies on principal gifts, etc. For charitable organizations, this phase represents the most sophisticated approach to philanthropic planning. It assumes that planners are very familiar with Phase 1 and Phase 2 operations.
- **Management (MN):** This track addresses the infrastructure for charitable planning within a nonprofit organizations, including policies and procedures, staff deployment, benchmarks and performance metrics, and application of professional standards.
- **Marketing/Donor Relations (MDR):** This track features best practices for identifying prospects, making appeals, and stewarding donors.
- **Allied Disciplines (AD):** This track features speakers from outside the charitable planning community who offer insight into economic conditions, donor psychology and behavior, and social, political or demographic trends affecting philanthropy.

Session Types

- **How-to (H):** These sessions, generally in lecture format, focus on specific steps for completing a process. (Note that “how-to” topics are not necessarily for novice gift planners.) Limited audience interaction
 - **Interactive (I):** The presenter will involve attendees in analysis of cases or collaborative planning or problem-solving. These sessions may involve, for example, donor/client scenarios (e.g., setting expectations, dealing with family conflict, communicating with advisors), administrative challenges (e.g., coordinating annual/major/planned gifts staff, measuring performance of gift planners), ethical challenges, etc. Attendees may participate individually or in large or small groups. Advance preparation by attendees may be requested. Note: interactive sessions will not be recorded.
 - **Lecture (L):** Traditional lecture format. Limited Q&A. Limited audience interaction.
 - **Research (R):** The presenter will review findings of original research, including a description of the study and discussion of the practical application of the results. Limited audience interaction.
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Thursday, October 4, 8:30 am – 9:30 am

I Love You But I Don't Trust You: Dealing with Donor Restrictions

Track: Management, Type: Lecture

Philip Purcell

Increasingly it seems, donors wish to impose and enforce specific requirements or restrictions for their gifts. How should we negotiate appropriate gifts? What are the applicable rules? This session will share ten specific examples of “good gifts gone bad” due to impractical, illegal or unethical donor restrictions. Important strategies will be shared for dealing with donors who wish to impose inappropriate designations. Legal requirements and ethical best practices will be explained so that participants are informed of the parameters for appropriate gift planning.

Learning Objectives at a Glance:

- Consider legal and ethical standards and best practices relative to requirements and restrictions on gifts by donors.
- Develop strategies for working with donors to negotiate appropriate gift restrictions.
- Understand the role of policies and procedures, boards of directors and professional advisors in negotiating appropriate gift restrictions.

Thursday, October 4, 8:30 am – 9:30 am

Ten Tips for Soliciting Planned Gifts from Women

Track: Marketing/Donor Relations, Type: Lecture

Angela White

Women's ability to contribute and make a lasting impact in philanthropy is often overlooked and under-utilized. In truth, women are driving many of the philanthropic decisions in this country. Research tells us that women behave differently than men in their philanthropic giving. We cannot assume what works for men will be applicable to women. This session will outline key considerations for success when soliciting planned gifts from women, including understanding the differences between men and women donors, understanding key motivators for women donors, and how to steward and recognize women's gifts.

Learning Objectives at a Glance:

- Understand the importance and untapped capacity of women's philanthropy.
- Understand the different motivators for giving between men and women and know how to apply them when asking women for planned gifts.
- Have tips and techniques to use when soliciting planned gifts from women donors.

Thursday, October 4, 8:30 am – 9:30 am

Ready, Set, Go -- Reaching New Heights with Your Legacy Society

Track: Phase 1, Bequests and Beneficiary Designations, Type: How-to

Alison O'Carroll

Sara Elward

Legacy societies can be a very effective tool for both marketing and stewardship purposes. This presentation covers the gamut of issues associated with legacy societies: assessing readiness, how-to's of a (re)launch, and best practices for success. Sprinkled throughout will be examples of how charities nationwide have implemented and conducted their legacy societies, with an emphasis on new and creative practices. Attendees will leave armed with practical information to operate their own legacy society and new ideas to help infuse energy, life and warmth. Legacy societies are, after all, meant to be a celebration of donors, generosity and life legacies!

Learning Objectives at a Glance:

- Evaluate readiness for a legacy society and how to best (re) launch one.
- Learn best practices for an effective legacy society, taking into account available resources.
- Hear about creative ideas charities are applying to their legacy societies nationwide.

Thursday, October 4, 8:30 am – 9:30 am

Charitable Gifts from IRAs and Retirement Plans

Track: Phase 2, Life Income Gifts, Type: Lecture

Christopher Hoyt

This session examines the opportunities and challenges for lifetime and testamentary gifts from IRAs and other retirement plan accounts. First, what are the rules for Charitable IRA Rollover? What is the best advice to give in years like 2012 when Congress delays extending the law? Second, what are the best (and worst) ways to structure a charitable bequest from an IRA? Third, what is the impact of the Senate proposal to liquidate all inherited IRAs within five years of death? What charitable strategies offer relief? Bequests? (Yes) CRTs? (Yes) CGAs? (Maybe) CLTs? (No!) Learn the theory and the mechanics.

Learning Objectives at a Glance:

- What is the best advice in years when Congress delays extending Charitable IRA Rollover?
- What is the best way to structure a charitable bequest from an IRA ?
- What is the proposal to liquidate all inherited IRAs in 5 years, and what is its impact on charitable gift planning?

Thursday, October 4, 8:30 am – 9:30 am

The Appeal of Step Lead Trusts and Shark Fin Trusts

Track: Phase 3, Charitable Gift and Estate Planning, Type: Lecture
Bill Laskin

IRS statistics show that charitable lead trusts provided about as much money to charities in 2008 as charitable remainder trusts. Since then, interest rates have plummeted, causing planners to focus more attention on lead trusts. In particular, recent articles suggest step and balloon (shark fin") lead trusts as excellent estate planning vehicles in today's low interest rate environment. What is all the excitement about? This session will shed light on this question by examining how the three variations of lead annuity trust benefit the donor, the charity, and the donor's heirs under different investment performance assumptions.

Learning Objectives at a Glance:

- Understand the defining characteristics of standard, step, and balloon lead annuity trusts.
- Appreciate how each type of lead annuity trust is affected by investment performance.
- Be able to explain the potential benefits of each type of lead annuity trust to a prospect.

Thursday, October 4, 8:30 am – 9:30 am

The Art of Perception: A Deeper Look

Track: Allied Disciplines, Type: Lecture
Amy Herman

Learning Objectives at a Glance:

Thursday, October 4, 10:15 am – 11:15 am

How Changing Generational Cohorts Created the Need for Philanthropic Planning

Track: Allied Disciplines, Type: Research
Brian M. Sagrestano

For the last forty years, charities have focused their high-end fundraising on unrestricted gifts from the "Traditionalist" generations (born Pre-1946). With the rise of the New Philanthropists (born 1946-present), there has been a significant generational shift in the donor base. In this session, Brian will share the latest research from his new book with co-author Robert E. Wahlers, *The Philanthropic Planning Companion: The Fundraisers' and Professional Advisors' Guide to Charitable Gift Planning*, exploring why and how charities and professional advisors must use a philanthropic planning approach when working with high net worth donors from these rising New Philanthropists.

Learning Objectives at a Glance:

- Understand the shared values of different generational cohorts and what motivates their giving.
- Understand the opportunities for their practice/organization if they embrace a philanthropic planning approach for high net worth prospects/clients.
- Identify the best practices for shaping a practice or charitable organization to work with high net worth individuals in philanthropic planning.

Thursday, October 4, 10:15 am – 11:15 am

Getting the Most ROI From Your Planned Giving Marketing Investment

Track: Management, Type: Lecture

Phyllis Freedman

With budgets tight, new channels and demographics changing from elders to Baby Boomers, the marketing and stewardship rules are changing. How young should I be targeting supporters? What's the right role for the online channel? Are the messages for Boomers different than the ones I used for their elders? What's a best practice for stewarding legacy donors? To get the most ROI, it's important to know what marketing & stewardship strategies and techniques really work. Using case studies and starting with a plan, audience selection, communications, and concluding with stewardship, this session will describe best practices and share what's working.

Learning Objectives at a Glance:

- Get new ideas for improving your marketing and stewardship that you can implement immediately.
- Achieve improved lead generation and closed gift results.
- Learn the key elements of a successful marketing and stewardship plan.

Thursday, October 4, 10:15 am – 11:15 am

Social Media Analytics: Getting Results for Planned Gifts

Track: Marketing/Donor Relations, Type: Lecture

Kristen Schultz Jaarda

Rebecca Scott

How does your organization get results from planned gifts social media? Learn how to measure your social media success through a tested strategy. Hear from Rebecca Scott of Tufts University how her organization increased fans and engagement on the Charles Tufts Society Facebook Page. Learn how to use tools such as Facebook Insights, Hootsuite and Google to measure your social media performance.

Learning Objectives at a Glance:

- Learn how to set objectives and measure results for your organization's planned gifts social media.
- Discover new ways to increase fans and engagement on your organization's Facebook page.
- Learn to use tools like Facebook Insights, Hootsuite and Google to measure your social media performance.

Thursday, October 4, 10:15 am – 11:15 am

Gift Planning for Everyone Else: Options for Nontraditional Donors

Track: Phase 1, Bequests and Beneficiary Designations, Type: Lecture
Kevin Pickett

Often we are working with clients and donors that are not the typical 77 year old married couple. This session will discuss planning options for same sex couples, those in the sandwich generation, and long term unmarried prospects. We will explore creative ways to use required minimum distributions, life insurance, deferred gift annuities, wills and trusts. We will also identify often overlooked tools that will fill in planning gaps.

Learning Objectives at a Glance:

- Describe characteristics of non-traditional planned giving donors among your constituency.
- Identify commonly used forms (durable power of attorney, advanced healthcare directive, etc) and their uses.
- Proper implementation of gift planning tools for non-traditional donors.

Thursday, October 4, 10:15 am – 11:15 am

Yikes! Finding and Fixing Self-Dealing (with examples)

Track: Phase 2, Life Income Gifts, Type: How-to
Gregory Baker

The danger of self-dealing lurks in every CRT, CLT, PIF and Private Foundation. This advanced session will use real-life examples to discuss some of the easily identifiable self-dealing pitfalls. Come learn about each of the 6 types of self-dealing as we describe transactions that become self-dealing upon innocuous actions such as when there is a change of trustee or when someone in the donor's family marries. The session will close with a review of the steps needed to correct an act of self-dealing as well as several examples of self-dealing safe-harbors.

Learning Objectives at a Glance:

- Be able to identify the basic types of self-dealing.
- Understand the basic framework for correcting an act of self-dealing.
- Be reminded of the danger of not paying attention to self-dealing in the planning process.

Thursday, October 4, 10:15 am – 11:15 am

Charitable Lids: Why Every Business Owner Should Have One

Track: Phase 3, Charitable Gift and Estate Planning, Type: Lecture
Laura Hansen Dean

This presentation will examine a complex and advantageous gift and estate planning technique – the charitable lid. Topics for discussion will include an explanation of charitable lids and valuations discounts, the legal history that makes charitable lids possible, and why business owners should consider using charitable lids in their succession planning, whether that succession occurs during an owner's lifetime or through his estate. Because charitable lids provide such potential benefits for

charity, we will also discuss working with donors and advisors to promote the use of charitable lids, which when used correctly have no negative consequences for donors or charities.

Learning Objectives at a Glance:

- Understand charitable lids and how they can reduce gift or estate taxes by redirecting otherwise taxable business interests to charity.
- Grasp the scope of opportunities to use charitable lids and how this translates to real dollars for charity.
- Learn strategies for promoting charitable lids to donors and their advisors.

Thursday, October 4, 11:30 am – 12:30 pm

How to Pursue and Accept the Right Real Estate Gifts

Track: Phase 2, Life Income Gifts, Type: How-to

Dennis Bidwell

Chase Magnuson

Real estate gift activity is increasing—more development shops are pursuing the largest wealth category for most households, and more aging Americans are looking for creative ways to dispose of their real estate. This session will profile today's real estate donor and typical real estate gifts, and will explore why the real estate opportunity is missed by many institutions. The bulk of the session will be devoted to proven ways that charities have developed capacity to accept the right real estate gifts while carefully managing risk: policies and procedures, due diligence, staff and board training, marketing and outreach.

Learning Objectives at a Glance:

- Understand trends and patterns in today's increased level of real estate gift activity.
- Have a detailed checklist of actions to take to ramp up the capacity of their institution to attract and accept real estate gifts of various sorts.
- Have the opportunity to learn about emerging best practices from two of the nation's leading real estate gift authorities.

Thursday, October 4, 11:30 am – 12:30 pm

The Explosive Growth of Donor Advised Funds

Track: Phase 3, Charitable Gift and Estate Planning, Type: Lecture

Eileen Heisman

Learn the latest information from National Philanthropic Trust's Fifth Annual Donor Advised Fund Report. Donor advised funds now outnumber all other options and pay out over three times as much, as a percentage of assets, as private foundations. The report provides an overview of donor-advised fund programs using metrics including total assets, contributions received, grants paid, average fund size, total number of funds and payout rate. It offers valuable insights into current trends in philanthropy. Fundraisers, donor advisors and non-profit leaders will benefit from this in-depth view of the United States' fastest growing charitable vehicle.

Learning Objectives at a Glance:

- Understand important trends in donor advised funds and how they are outpacing other giving vehicles for donors to pursue their philanthropic goals.
- Learn the latest information about contribution and grantmaking patterns, especially relative to private foundations.
- Gain valuable insights into why donor advised funds are experiencing such explosive growth, and what it means for the future of philanthropic planning.

Thursday, October 4, 11:30 am – 12:30 pm

Minding Your EQs: What Really Counts When it Comes to Success in Gift Planning

Track: Allied Disciplines, Type: Lecture

Chris Yates

With over 20 years of gift planning experience to draw upon working at USC, Stanford, and Caltech, Chris Yates will share his thoughts and observations on emotional intelligence and the critical role it plays for those who achieve success and career satisfaction in the field of gift planning and charitable fundraising. The presentation will consider the basic elements of emotional intelligence, how those elements bear on the interpersonal skills essential for gift planners, and strategies for leveraging your EQ to achieve greater effectiveness in cultivating and soliciting prospects for charitable gifts.

Learning Objectives at a Glance:

- Gain a better understanding of what constitutes emotional intelligence and the research backing it.
- Gain insight into perceiving, understanding, using, and managing emotions towards greater effectiveness in charitable fund raising.
- Consider ways we can influence donors emotions in an increasingly virtual world.

Thursday, October 4, 11:30 am – 12:30 pm

Integrating Planned & Major Gifts: Jazzy but Hard to Dance To?

Track: Management, Type: Lecture

T. Joseph McKay

As economic and other pressures tilt fundraising towards greater collaboration between planned and major gift officers, what can we learn from a seasoned planned giving officer and an aspiring principal/planned giving officer regarding integration efforts at a large organization trying to make that happen? Is it easier said than done? Their experiences will be shared through the prism of a revealing time line charting their organization's progress, and will provide participants with powerful insights. They will include feedback from other organizations to identify obstacles, metrics and best practices for integrating functions that have been in separate silos for decades.

Learning Objectives at a Glance:

- Identify the various steps towards integration along one organization's extended timeline that could be readily compressed into one major initiative for charities seeking to optimize donor impact and satisfaction by institutionalizing the integration of their planned and major gift functions.

- Identify challenges and opportunities faced by many fundraising organization on both the managerial and frontline operational levels, plus insights to deal with certain obstacles which are rooted in long-standing cultural realities and organizational dynamics.
- Provide a checklist and guidelines for facilitating a full and effective transition to integrated fundraising models that are strategically sensitive to practical realities.

Thursday, October 4, 11:30 am – 12:30 pm

Planned Giving Triggers: Scientific Findings on the Factors that Yield Gifts

Track: Marketing/Donor Relations, Type: Research

Nathan Stelter

J. Anne Selzer

Building on its two ground-breaking studies on planned giving in America, Stelter digs deeper into the logic of planned givers nationwide to examine donation patterns leading up to planned gifts, how gift decisions may evolve over time, the communication mechanisms most effective in approaching individuals about planned gifts, and the people inside and outside nonprofits who are most likely to influence the planned giver. This scientific study, representing the U.S. population age 40+, will shed new light on the efficacy of common practices among development professionals and may compel organizations to re-examine conventional wisdom and approaches.

Learning Objectives at a Glance:

- Identify common giving patterns and behaviors of four generations of planned givers.
- Understand the communication practices most effective in approaching individuals about a planned gift.
- Learn which people—both inside and outside your organization—will most likely influence planned givers.

Thursday, October 4, 11:30 am – 12:30 pm

The “Plan” in Planned Giving . . . a Long and Short Three-Year Action Plan

Track: Phase 1, Bequests and Beneficiary Designations, Type: Lecture

Pamela Davidson

This session profiles a three-year plan of action for charity to engage in proactive, ongoing, sustained planned giving fundraising. Many charities want to commit to such fundraising but do not know how to start and sustain the effort. Key initial steps like board visioning and internal aspects will be covered, as will identification, education and marketing to prospect groups, and stewardship and recognition. Policies and practitioner education are addressed, as well as collaboration between charities to educate and motivate shared prospect and advisor populations. A plan for a well-staffed office and an abbreviated form for the smaller shop will be presented.

Learning Objectives at a Glance:

- Understand the critical role of the charity's board in taking on proactive planned giving efforts.
- Understand internal implications within a charity of a proactive planned giving effort and sustaining it.

- Be able to plan how, when and who will take on and present planned giving in donor-friendly and practical terms.

Thursday, October 4, 2:00 pm – 3:00 pm

After the Great Recession: A Philanthropic Perambulation

Track: Allied Disciplines, Type: Lecture

Robert Seaberg

This presentation examines lingering effects of the “great recession” on people's lives, behaviors and attitudes, including charitable giving, and argues that significant change and uncertainty in and after this period serve as a backdrop to and reason for investigating the effects of various tax propositions and the economy itself on the prospects for charitable giving. The post-recessionary developments, combined with new insights from neurophysiological research re: the sources of giving and decision-making concerning bequests, as well as lessons from the field of behavioral finance, provide a unique perspective from which to consider charitable giving in a world of philanthropic darwinism.

Learning Objectives at a Glance:

- Examine the changes and uncertainty of the past years and their effects on the interplay between economic and regulatory issues and charitable giving.
- Drawing on current neurophysiological research and behavioral finance, understand better the sources of charitable giving in general and the unique decision-making concerning charitable bequests.
- From all these developments, draw lessons applicable to the future of charitable giving within a world of philanthropic darwinism.

Thursday, October 4, 2:00 pm – 3:00 pm

Outside Counsel: Your Partner for a More Effective Planned Giving Program

Track: Management, Type: How-to

Reynolds Cafferata

Outside legal counsel can be a valuable partner for an effective planned giving program. The sessions discusses how to select and work with counsel to improve your donor relationships. As planned giving officers often must manage estate litigation, insight into managing that process is included.

Learning Objectives at a Glance:

- Know how to find and retain outside legal counsel.
- Know how to evaluate and control legal fees.
- Know how to work effectively with counsel to close more gifts.

Thursday, October 4, 2:00 pm – 3:00 pm

In the Door and Then What?

Track: Marketing/Donor Relations, Type: How-to

Kimberley Pittman-Schulz

For most of us, planned givers aren't beating a path to our doors. We're expected to build our portfolios—in the glare of timelines and dollar goals—often from a hodge-podge of names our bosses or prospect researchers think "look good." By the way, we need to be raising current major gifts, too. What is a "good" planned or major gift prospect? This session will help new and seasoned gift officers build viable, blended portfolios via real-world strategies for securing appointments to qualify (or disqualify) prospects and building relationships with the "right" people.

Learning Objectives at a Glance:

- Be able to build a blended portfolio of qualified planned and major gift prospects.
- Be more comfortable making "cool" calls and securing appointments with prospects.
- Be more successful in "qualifying" planned and major gift prospects during the first visit.

Thursday, October 4, 2:00 pm – 3:00 pm

Getting the Most from Your Bequests

Track: Phase 1, Bequests and Beneficiary Designations, Type: How-to
Timothy Prosser

At most charities, the dollars realized from bequests far outpace the dollars realized from terminated life income gifts. During this session, participants are invited to discuss challenges they face in monitoring estates; what policies, procedures, and tools they have found effective; and how they make resource allocation decisions in regard to this effort. We will explore the oversight of probate estates as well as trusts managed by third parties, and how the charitable institution's interests in these gifts might be protected or enhanced through effective oversight and proactive engagement.

Learning Objectives at a Glance:

- Recognize the value to their institution and the challenges of effectively monitoring probate estates and outside-managed trusts.
- Understand strategies for working with the donor during life to prevent common post-mortem estate and trust administration difficulties.
- Recognize fundamental principles for effectively organizing resources and funding the effort to proactively monitor administration of estates and trusts.

Thursday, October 4, 2:00 pm – 3:00 pm

Exiting the Underproductive CRT

Track: Phase 2, Life Income Gifts, Type: Lecture
Russell Willis

Though the markets have recovered much of the ground they lost in 2008, unitrust payouts continue to lag, and fixed annuity payouts are further eroding already decimated principal balances. The beneficiary of a remainder trust who is looking for a way out may want to consider surrendering a portion or all of the annuity or unitrust interest to the remainder charity, either outright or in exchange for a gift annuity. The historically low 7520 rates will increase the charitable deduction generated by such a transfer. But there are a number of cash flow and tax consequences to consider.

Learning Objectives at a Glance:

- Understand the legalities, mechanics, and tax implications of the strategy.
- Be able to identify situations in which the strategy may be appropriate.
- Be able to run the numbers to illustrate alternative scenarios to the client

Thursday, October 4, 2:00 pm – 3:00 pm

Imagine the Possibilities: Opportunities for Non-Cash Donors

Track: Phase 3, Charitable Gift and Estate Planning, Type: Lecture

Richard M. Horwood

Charitable giving does not necessarily mean a gift of cash. In fact, twenty-three million U.S. taxpayers itemize more than \$40 billion in deductions for non-cash charitable contributions, including real estate, securities and business interests, IRAs, antiques, and objects of art. As charities become more sophisticated and people enjoy longer lives, it is expected that non-cash-charitable giving will increase accordingly. Non-cash charitable giving provides an opportunity for donors and charitable organizations, as well as their advisors - all having the same end goal in mind: the greatest overall benefit.

Learning Objectives at a Glance:

- Understand the expanding possible forms of charitable donations.
- Design tailored approaches to non-cash giving based on donor profiles.
- Explore hands-on case studies demonstrating strategies covered in the presentation.

Thursday, October 4, 3:45 pm – 5:15 pm

Philanthropy Planning: What To Do in the Room

Track: Management, Type: Interactive

Jay Steenhuysen

Among the most valuable conversations fundraising or financial professionals can have with donors is one that helps them discover the charitable purpose they want to accomplish through their giving. Thoughtful conversations can mean the difference between donors merely continuing a habit of giving or practicing proactive, intentional philanthropy. A process to prepare for and successfully guide these important conversations will be presented using two planning tools: the *Giving Content Analysis* and the *Charitable Passions Questionnaire*. This process can be learned and practiced, eventually becoming an intuitive approach that professionals and donors/clients use to craft the donor's *Giving on Purpose* statement.

Learning objectives:

- Transfer a process to discover a donor's philanthropic priorities.
- Demonstrate two tools to assist an advisor in implementing the process.
- Practice the conversation using interactive tools.

Thursday, October 4, 3:45 pm – 5:15 pm

The Art of the Ask

Track: Marketing/Donor Relations, Type: Interactive

Anne Melvin

If you want a gift, you have to ask for it! That's easier said than done: people consistently rate asking for money at the top of the list of things they fear most. Whether you're an experienced solicitor looking for some new strategies, or new to the game and seeking help, this session will explore the art of asking for a gift. We'll first learn, then practice, ways to improve gift solicitations. As the great Wayne Gretsky said "You miss 100% of shots on goal you never take" Come learn how to take some new shots!

Learning Objectives at a Glance:

- Learn how to (and how not to) ask for a gift.
- Learn how to redirect a "no" into a "maybe" or a "yes."
- Gain flexibility in asking techniques.

Thursday, October 4, 3:45 pm – 5:15 pm

Promoting Long-Term Support: Tools, Tips and Samples of Legacy Giving Marketing

Track: Phase 1, Bequests and Beneficiary Designations, Type: Interactive

Caleb Rick

An interactive discussion about creating a roadmap for marketing legacy giving. The presentation will include a review of how communications and marketing are essential to building a successful legacy giving program.

Learning Objectives at a Glance:

- Set communication goals to support legacy giving.
- Evaluate marketing materials according to key questions that donors may ask.
- Create a communication inventory to respond to various markets and opportunities.

Thursday, October 4, 3:45 pm – 5:15 pm

The Donor Dating Game: Matching a Donor's Goals to the Right Charitable Trust

Track: Phase 2, Life Income Gifts, Type: Interactive

Jessica Johnson

Angela Fogt

This presentation is intended to help fundraising professionals and other advisors select the best form of a charitable trust (CRT or CLT) to propose to a particular donor. We will start with an overview of the tax, legal, and funding considerations for charitable remainder trusts and charitable lead trusts. As a large group and then in smaller teams, we will utilize mock donor interviews to analyze what planned giving tools will best help particular donors to achieve their financial and philanthropic objectives.

Learning Objectives at a Glance:

- Increase your understanding of charitable remainder trusts and charitable lead trusts.
- Be able to identify why the tax, legal, and structural aspects of a particular planned giving tool will make it appropriate for a given donor.
- Be able to describe charitable remainder trusts and charitable lead trusts to prospective donors in a clear and straightforward manner.

Thursday, October 4, 3:45 pm – 5:15 pm

The Widow, Her CPA, and The C-Corporation: A Gift Study

Track: Phase 3, Charitable Gift and Estate Planning, Type: Interactive

Pete Sommerfeld

Gift planning can be a complex, sometimes challenging, yet frequently rewarding experience. In this interactive session, participants will do a progressive analysis of one scenario involving multiple elements. Participants will consider the donor's circumstances and gift goals, and the challenge of matching those goals to those of the organization, the dynamic of working with the donor's professional advisor with strong (if not entirely well informed and philanthropically motivated) opinions, the inclusion of your organization's own advisors, and collaboration with its development and financial officers, the various gift vehicles considered and the special circumstances inherent with a gift of a C-Corporation.

Learning Objectives at a Glance:

- Have a greater appreciation for the distinct roles each party —donor, advisors and development officer - play in the gift process.
- Be able to identify the various elements/issues involved in closing a complex gift.
- Be able to identify, and order, the steps necessary in closing a complex gift.

Friday, October 5, 8:30 am – 9:30 am

Ethical Issues in Estate and Gift Planning with Elderly Donors

Track: Allied Disciplines, Type: Lecture

Joel Mendler

Learning Objectives at a Glance:

Friday, October 5, 8:30 am – 9:30 am

Securing the Levee – Where Philanthropic Planning & Good Nonprofit Governance Intersect

Track: Management, Type: How-to

Jonathan Ackerman

In this presentation, Jonathan will define what “good nonprofit governance” means and will provide an historical perspective. He will discuss how the IRS scrutiny has increased and what it means to charities. For professional advisors, there are certain inherent risks in becoming a fiduciary of a charity, and we will discuss those risks and how they can be mitigated. The intersection between good nonprofit governance and philanthropic planning will also be addressed at length. Lastly, we will spend a significant amount of gaining audience participation and perspective on some of the most relevant and current issues.

Learning Objectives at a Glance:

- Understand what “good nonprofit governance” means.
- Learn about the risks of serving on a charity's board and how to mitigate those risks.
- Engage in an audience discussion about these relevant and current issues.

Friday, October 5, 8:30 am – 9:30 am

“Who Dat?” – How to Identify and Market Planned Gifts

Track: Marketing/Donor Relations, Type: Lecture

Katherine Swank

Planned gift donors have unique characteristics that set them apart from other types of donors. Knowing who to market and what messages are most effective for them strengthens your skills and benefits your organization by using resources more efficiently. Organizations large or small, and of any type: education, medical, human services, will benefit and gain greater knowledge on donor research.

Learning Objectives at a Glance:

- Identify the true characteristics of planned giving prospects.
- Pre-qualify planned giving prospects from their annual giving behavior.
- Use your knowledge of the characteristics of planned gift donors to refine your marketing strategies.

Friday, October 5, 8:30 am – 9:30 am

Growing Expectancies with Life Insurance.

Track: Phase 1, Bequests and Beneficiary Designations, Type: Lecture

Drew Kitchell

Jamie Raynor

In a world where the recession has meant fundamentally less dollars going to charitable intent we as planners need to avail ourselves of every means possible to assist donors and life insurance can be one of the solutions. This presentation is for those seeking a refresher on the uses of life insurance in planned giving/major gifts and will address various strategies from the very simple to the very complex. Additionally, this presentation will illustrate a few simple ways that major gifts planners and non life insurance industry professionals can avoid unethical sales techniques.

Learning Objectives at a Glance:

- Simply, quickly and effectively build expectancies for your organization.
- Avoid unethical sales techniques and tactics.
- Understand applications for life insurance in estate planning and planned giving.

Friday, October 5, 8:30 am – 9:30 am

Start with Their Dreams: Let Major and Planned Giving Techniques Follow

Track: Phase 2, Life Income Gifts, Type: Lecture

Scott Janney

Research shows that high net worth individuals expect fundraisers to understand donors' personal motivations to give and their professional advisors to have more expertise in the technical details of executing the gift. Use your expertise about their dreams and your organization to help them meet immediate and long-term goals with their gifts. Can a cash gift, combined with a gift through a will, trust

or life insurance, cover all the bases for some of your donors? This session combines the important work of helping your donors envision reaching their philanthropic dreams with major and planned giving techniques.

Learning Objectives at a Glance:

- Understand the unique perspective the charity's representative brings to the conversation.
- Learn to listen for the intersection of the donor's desires and the charity's priorities.
- Consider the use of major and planned giving techniques to achieve the donors' desired outcomes.

Friday, October 5, 8:30 am – 9:30 am

The Best Gift Strategies in the History of the Republic

Track: Phase 3, Charitable Gift and Estate Planning, Type: Lecture
Winton Smith, Jr.

The combination of tax-smart opportunities that currently exist to enable people to move substantial wealth to or for the benefit of their children, grandchildren and more remote descendants has never been seen before. We are in the eye of the perfect storm of wealth transfer planning. The opportunities are thunderous, unprecedented, amazing, unheard of, unbelievable, unimagineable and unprecedented. This session explains these current and popular strategies and demonstrates how they can help people both provide for their families and others and also provide for your organization.

Learning Objectives at a Glance:

- Understand the current unprecedented opportunity for estate and gift planning.
- Understand the best current plans for non-charitable beneficiaries.
- Understand the best current plans for charitable beneficiaries.

Friday, October 5, 10:15 am – 11:15 am

Bleak the New Black? Motivating Donors in the New Normal

Track: Allied Disciplines, Type: Lecture
Jackie W. Franey
Sally Rubin

Despite a slowly improving economy and financial market returns, donors continue to worry about the economy and are delaying making investment and planning decisions. Before providing for the charitable organizations they love, donors need to feel financially secure. This session will focus on quantitative and qualitative knowledge on donors' attitudes and beliefs in this challenging economy, recent developments in the global and financial markets, and how to engage in meaningful and successful conversations despite uncertain times. We will focus on the implications of donors' feelings of paralysis, and how to cultivate and motivate donors to establish major and planned gifts.

Learning Objectives at a Glance:

- Gain quantitative and qualitative knowledge regarding how individuals are thinking about their wealth and financial security.

- Have a clear and concise overview of the current domestic and international economic environment as well as insights into the outlook for financial markets.
- Have cultivation strategies to engage and motivate donors to establish major and planned gifts, despite the challenging environment.

Friday, October 5, 10:15 am – 11:15 am

Making Your Board an Effective Partner on your Fundraising Team

Track: Management, Type: Lecture

Julia Ingraham Walker

In order to survive and thrive in the competitive environment we all face, you can learn how to train and utilize your board as a key resource on your fundraising team. This presentation will show you how to enhance the fundraising activity and leadership of your board members. Engage your board in setting and meeting fundraising goals. Board selection, training, and the use of board members on calls in major gifts and planned giving will be discussed.

Learning Objectives at a Glance:

- Learn how to prepare your board for their fundraising role.
- Know how to successfully engage your board in fundraising activities.
- Learn how to train and engage board members in major gifts and planned giving.

Friday, October 5, 10:15 am – 11:15 am

Forever Change the Way You Plan Trips: Mapping Donor Data

Track: Marketing/Donor Relations, Type: How-to

Katherine McKay

Tired of spending hours trying to plan your next trip? Confused about how to manage fundraisers whose prospect pools contain donors or territories unfamiliar to you? By combining the latest mapping software such as Google Earth Pro, e-Spatial, or BatchGeo with donor data you already own, you can create customized maps that can slash trip planning or territory management time while giving a much clearer understanding of a pool of prospects. Mapping revolutionizes how you prioritize and contact your donors while reducing travel expenses as you see more people. Protecting the confidentiality of donor data will be addressed in depth.

Learning Objectives at a Glance:

- Understand the power that mapping donor data provides for territory management and booking visits.
- Be familiar with the strengths and limitations of Google Earth Pro, e-Spatial and BatchGeo Pro mapping software.
- Be able to identify the key considerations when choosing a mapping software such as (a) how donor data is mapped and stored - is it safe enough? (b) on which devices customized maps can be stored; and (3) how to evaluate software price plans.

Friday, October 5, 10:15 am – 11:15 am

Charting the Course: Navigating Towards Planned Giving Success

Track: Phase 1, Bequests and Beneficiary Designations, Type: Lecture

William Samers

The success of planned giving in your organization is dependent upon how well it can be integrated into the fundraising culture. Just as important is creating an environment that fosters collaboration amongst staff, belief in the manager's vision, and mutual respect. All of this is dependent upon successful management and leadership. This session will address the 10 steps to a successful culture change as well as 10 key management tips for strengthening your planned giving department.

Learning Objectives at a Glance:

- Learn how to make planned giving more prominent in their organization.
- Learn how to build a quality team.
- Learn how to create personal success.

Friday, October 5, 10:15 am – 11:15 am

Transforming Things in the Attic to Sought After Donations

Track: Phase 2, Life Income Gifts, Type: Lecture

Alan Breus

Frank Minton

In a recent year, donors gave 147,896 items of art and collectibles valued at \$1.22 billion for an average gift value of \$8,263. This does not include gifts of gold and silver, which hold tremendous potential as the value of these precious metals has risen substantially. Many of these gifts would have been left on the table if attentive gift planners had not suggested them. In this session, learn to recognize viable items for a donation, how to value them, where to sell them, gifts instruments to use, and the tax implications.

Learning Objectives at a Glance:

- Explore methods used to identify tangible personal property donors. View real examples that worked well for both the charity and the donor.
- Investigate creative approaches and vehicles designed to stimulate donors to give tangible personal property.
- Understand the steps, procedures, documentation and reporting requirements (including appraisals) for accepting gifts of tangible personal property.

Friday, October 5, 11:30 am – 12:30 pm

Storytelling for Gift Planning Success

Track: Allied Disciplines, Type: Lecture

Sara Montgomery

Dan Harris

Storytelling is one of the most important skills for a gift planner to command. This session will highlight storytelling best practices for gift planners, and will show you why stories are an essential part of your repertoire to help you become a better communicator and further your career.

Learning Objectives at a Glance:

- How successful gift planning programs have leveraged their institutional stories to raise more money to support their missions.
- How to quickly assemble a collection of high-impact, motivational, and memorable stories for internal and external audiences.
- How to share your best organizational stories so that they can be easily remembered and shared to grow your network and raise more money.

Friday, October 5, 11:30 am – 12:30 pm

Effective Gift Acceptance Policies and Procedures

Track: Management, Type: Lecture

David Wheeler Newman

The IRS and state regulators emphasize the importance of good governance in the charitable sector, including sound policies and effective operational procedures to implement those policies. This emphasis should cause charitable gift planners to reevaluate the gift acceptance policies adopted at the board level, as well as the procedures for staff to effectively apply those policies. In this presentation we will review the steps required to develop policies and procedures, discussing their role in risk management, and we will use actual form documents as a springboard for the discussion.

Learning Objectives at a Glance:

- Appreciate the difference between policies and procedures.
- Learn the process of crafting policies for adoption by the board.
- Identify risk management objectives of policies and procedures.

Friday, October 5, 11:30 am – 12:30 pm

The Power of Generational Marketing

Track: Marketing/Donor Relations, Type: Lecture

Erin Read Ruddick

As Baby Boomers turn 65 and enter prime gift planning/giving years, do you know enough about this generation to identify the best ways to engage them in charitable giving? How do Boomers differ from the Silent Generation that came before them? Or the smaller GenX cohort that follows? This session will challenge assumptions about the generations Silent, X and Boomer, revealing actionable insights into mindsets and attitudes. Learn how they respond to different types of marketing. Discover subtleties of communicating with Boomers that can bring your marketing to a higher level.

Learning Objectives at a Glance:

- Avoid missteps with the 3 different generations, by better understanding their size, influences, attitudes and mindsets.

- Identify which of 4 marketing channels are most effective with each cohort with the latest data on print, email, web or social.
- Understand 5 marketing subtleties that, when applied to your programs, can create more meaningful charitable experiences for donors and better results for your organization.

Friday, October 5, 11:30 am – 12:30 pm

Attracting More Donors with Honey: Sweet Rewards from Good Stewardship

Track: Phase 1, Bequests and Beneficiary Designations, Type: How-to

Charlotte Meyer

When did stewardship take a backseat among our program priorities? Good stewardship improves donor retention, opens doors for new and repeat gifts, generates new prospects, and turns prospects into donors. How does your charity's stewardship program stack up? This session is a must for anyone involved in donor relations. You will learn what defines good stewardship, how to measure the strength of your stewardship program, and gain techniques and tools for strengthening and expanding the relationship between your donors and your charity.

Learning Objectives at a Glance:

- Learn what defines good stewardship.
- Learn how to measure the strength of your stewardship program.
- Gain techniques and tools for strengthening and expanding the relationship between your donors and your charity.

Friday, October 5, 11:30 am – 12:30 pm

Managing Risk in a Charitable Gift Annuity Pool

Track: Phase 2, Life Income Gifts, Type: Lecture

Damon Whelchel

Charitable gift annuities enjoy great popularity among donors, yet carry several risks for both the charity and the annuitant. Effective risk measurement, management, and disclosure practices are therefore required to optimize a gift annuity program for success through time. This presentation will review recent trends with gift annuities, but focuses primarily on how to measure and manage risk at the pool and contract levels, and the importance of portfolio design. The session will also examine broader issues such as the institutional risks of a gift annuity program, gift acceptance policies, and issues to consider when accepting large individual gifts.

Learning Objectives at a Glance:

- Understand the risks associated with issuing gift annuities.
- Know the steps to stress test "their own gift annuity pool."
- Have an introduction to the different ways of addressing contracts that have depleted.

Closing Plenary

Friday, October 5, 2:00 pm – 3:00 pm

Elections, Deductions, and Planning for What's Next

Panelists:

Conrad Teitell, Cummings & Lockwood, Stamford, CT Marc Carmichael, R&R Newkirk, Willow Springs, IL

Emanuel Kallina III, Kallina & Associates, Towson, MD

Moderator:

Craig Wruck, St. Cloud State University, St. Cloud, MN

Navigating in the Dark President Obama's budget proposal would make drastic changes to income, capital gains, gift, estate and generation-skipping tax laws beginning in 2013. But will Congress ever act on those changes, or perhaps institute even more radical reform? What effect will the November 6 election have on charitable tax incentives and donor confidence? The possibilities seem endless, and all of them have implications on how and when donors make charitable contributions. Our panel of insiders offers strategies for charitable planners to pursue at a time of extraordinary uncertainty.