

# Better Together: Building a Partnership between Planned Gift and Major Gift Officers

2019 Stelter Webinar Series

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Presented by Jay Steenhuisen

## Presenter



### Jay Steenhuisen

Principal and Founder  
Steenhuisen Associates and  
Gift Strategies

- Recognized as a dynamic and inspiring consultant, coach, trainer, and major gifts/gift planning expert.
- More than 30 years of experience advising national and international nonprofit and charitable organizations
- Refine and refocus their gift planning, major gifts, and marketing programs to meet the needs of donors at all wealth levels Modest giving history
- Provides high-quality, high-capacity donor qualification and cultivation services through telephone conversations conducted by skilled donor relationship managers Longevity is key
- Served as Managing Director of Philanthropy Services at *myCFO*, a financial services firm whose 300+ clients had an average net worth of \$125 million
- Board Chair for CGP in 2014
- Co-chaired the committee responsible for developing the organization's *Leadership Institute*

# 5-year average growth in total fundraising (2010 to 2015)

**NONPROFITS**  
receiving  
**ONLY CASH**  
gifts

2,548 nonprofits raising \$1MM+ in 2010 reported only cash gifts in 2010 & 2015 on e-file IRS-990

**11%**  
**GROWTH**

**NONPROFITS**  
receiving  
**ANY NONCASH**  
gifts

4,236 nonprofits raising \$1MM+ in 2010 reported noncash gifts in 2010 & 2015 on e-file IRS-990

**50%**  
**GROWTH**

**NONPROFITS**  
receiving  
**SECURITIES NONCASH**  
gifts

2,143 nonprofits raising \$1MM+ in 2010 reported securities gifts in 2010 & 2015 on e-file IRS-990

**66%**  
**GROWTH**





## Conventional Thinking on PGOs & MGOs

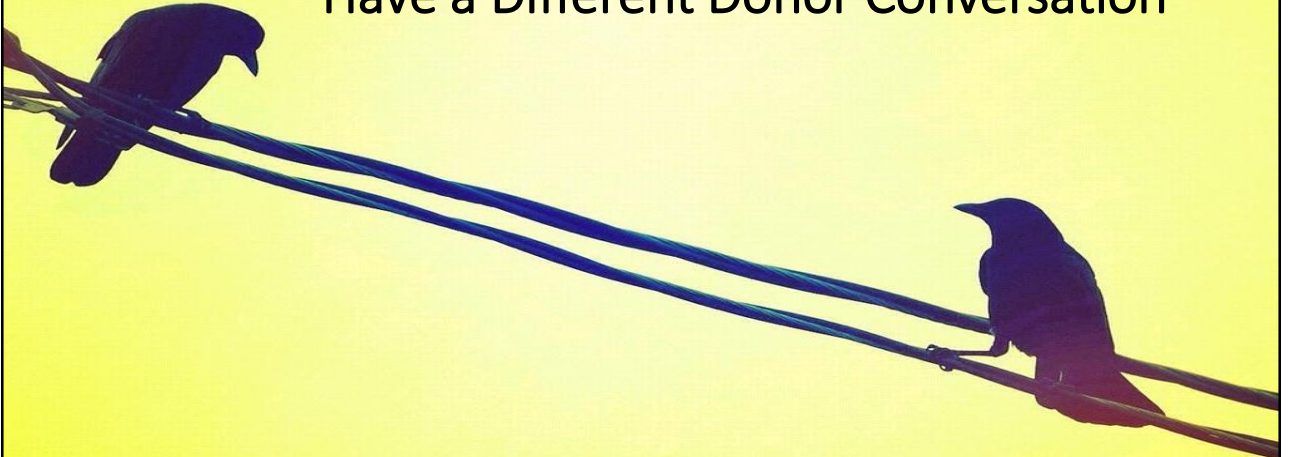
### PGOs

- What you know
- Deferred gifts
- Loyalty donors
- Modest giving history
- Few wealth indicators
- Longevity is key
- Senior donors
- Modest cultivation
- OK with technicalities

### MGOs

- Who you know
- Outright gifts
- High capacity donors
- Notable giving history
- Many wealth indicators
- Longevity not critical
- Age not critical
- Strategic cultivation
- Avoid technicalities

## Have a Different Donor Conversation



## Have a Different Donor Conversation

- Differentiate your organization
- Improve discovery
- Deepen relationships
- Secure larger gifts

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A photograph of a person paddleboarding on the ocean at sunset. The sky is filled with large, dark clouds illuminated from below by the setting sun, creating a dramatic orange and yellow glow. The person is silhouetted against the water, holding a paddle. The horizon line is visible in the distance.

## PGOs & MGOs Need Each Other

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## PGOs & MGOs need each other

- PGOs
  - Have expertise about money & wealth
  - Demystify the donor's complex financial circumstances
  - Help MGOs raise larger, immediate gifts
- MGOs
  - Control the relationships with the most affluent prospects
  - Reach many donors for discovery
  - Give PGOs the opportunity to assist with immediate gifts

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## PGOs & MGOs Are Better Together

- A successful solicitation builds on a donor's interest and capacity.
  - The PGO assesses capacity and ability
  - The MGO discovers, cultivates and assesses interest
- Together PGOs and MGOs build a complete picture of the donor's interest and capacity.

Collaboration equals bigger gifts!



New Rules for PGOs



## New Rules for PGOs

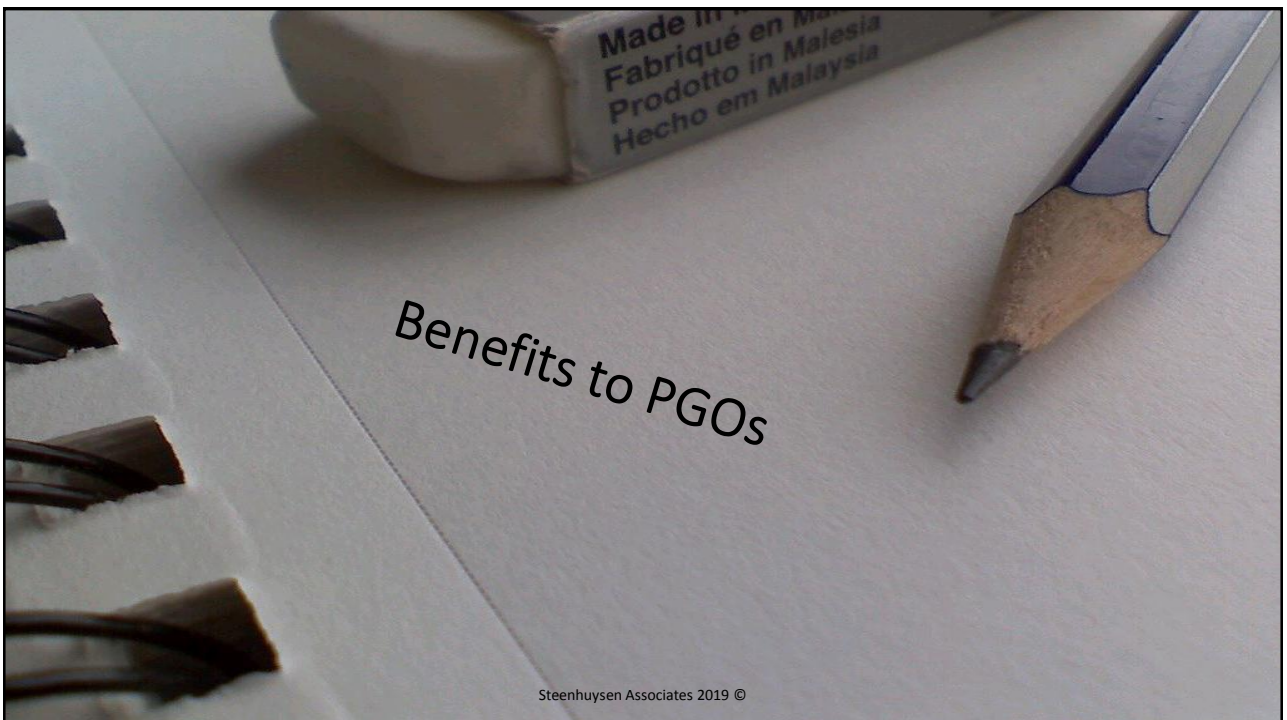
- Rule #1: Donors always want to give more.
- Rule #2: As gift planners our guiding purpose is to secure immediate, outright gifts first.
- Rule #3: Every deferred gift should be larger.
- Rule #4: Donors cannot reach their philanthropic potential without a gift planner.
- Rule #5: Gift officers need gift planners to qualify, cultivate and close the largest and best gifts.



## PGO Actions

## PGO Actions

- Build trust
- Demystify the donor's financial context
- Interpret language
- Train colleagues
- Collaborate and strategize in preparing for donor meetings.
- Ask for current gifts.
- Turn planned gifts into blended gifts.





## Benefits for PGOs

- Inclusion in strategy discussions
- Raise more current gifts
- Raise larger deferred gifts
- The job becomes more interesting



New Rules for MGOs

## New Rules for MGOs

- Rule #1: Donors always want to give more.
- Rule #2: Stop asking for cash.
- Rule #3: Every solicitation should be larger.
- Rule #4: If you don't know your donor's financial context, you don't know your donor.
- Rule #5: Donors cannot reach their philanthropic potential with cash.

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## MGO Actions

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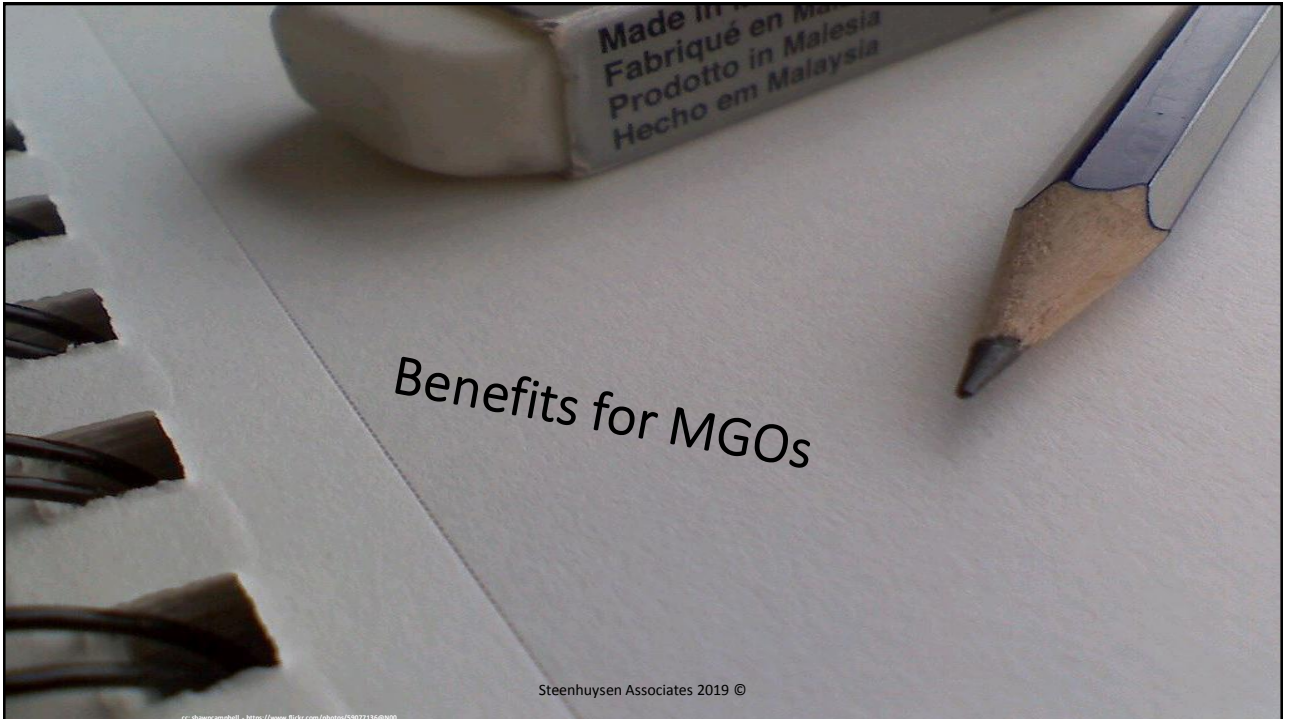
## MGO Actions

- Trust and Control
  - Stretch your comfort zone to raise bigger gifts
  - Sacrifice certainty for more
- Listen and Learn
  - More listening
  - Less talking
- Probe
  - Ask the questions you've never asked
  - Drink your water

## MGO Actions cont.

- Remember and Record
  - No detail is too small
  - You might not know what it means, but it could be very important
- Share and Strategize
  - Review the meeting with the PGO
  - Create win-win solicitations with your PGO





## Benefits for MGOs

- Build better relationships with donors
- Nurture longer relationships
- Raise larger gifts
- Enhance your career options



## A New Partnership in Moves Management

	<b>Major Gift Officer</b>	<b>Planned Gift Officer</b>
Discover	Ask the questions	Decipher the answers
Cultivate	Learn more about past & present giving	Learn more about wealth & assets
Connect	Tie programs to values	Tie assets to potential gifts
Invite	Ask for the what	Suggest the how
Acknowledge	Thank the donor 7 times	Accept the asset
Fulfill	Document the impact	Ensure the deduction
Service	Deepen the relationship	Broaden the relationship



## Benefits for Donors

- Maximize tax benefits
- Increase liquidity
- Experience greater satisfaction from giving more
- Enjoy a better relationship with the organization



## When should MGOs and PGOs work together?

- A “handoff” is not collaboration on a major donor.
- Collaboration is working together for:
  - Non-cash gifts
  - Stretch gifts
  - Blended gifts
  - Better discovery
- Business and personal events in the donor’s life trigger collaborative opportunities.

## Getting Started

- Find a partner
  - Willing to learn
  - Likely to be someone new to the team
- Teach the language
  - Opportunities are revealed in the casual comment
  - Script the visit and go back for more
- Make joint calls
  - Featured as a service
  - You’ve got to get into the room

## Introducing the PGO



## Introducing the PGO

- There are a number of tax effective ways to make your gift, including giving appreciated assets. I'd like to introduce you to a member of our team to help you think through your options. When would be a good time to meet?
- It sounds as though there are lots of demands on your cash right now. May I introduce you to an expert from our team to work with you on exploring other ways to make your meaningful gift?

## Introducing the PGO cont.

- I'd like to introduce you to an expert on my team to discuss ways that you can secure tax benefits, receive additional income and make the gift you want to make.
- Let's continue discussing ways you can make the very generous gift you want to by using an asset other than cash. I'd like to introduce you to our specialists to help find the way to give that is most advantageous for you.

## Better Together Means Better for the...

1. Donor
2. Organization
3. Major Gift Officer
4. Planned Giving Officer





## Q&A

### **Jay Steenhuysen**

Principal and Founder  
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## Additional Questions

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## Webinar Resources

- In a few days you will receive an email letting you know that the recording and presentation slides are available to access.
- [www.stelter.com/webinars](http://www.stelter.com/webinars)



Better Together:  
Building a Partnership between  
Planned Gift and Major Gift Officers

Thanks!