



## *Learning to Speak Gift Planning*

Stelter Webinar – June 20, 2018

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### Presenter



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Principal  
Scott R. Lumpkin & Associates LLC  
*Fundraising Consultant | Nonprofit  
Strategist | Philanthropic Advisor*

- Consults with nonprofit organizations and individuals on transformational philanthropic strategies, with a focus on planned, major and principal gifts
- Works closely with advancement leaders, boards and staff to build a portfolio-focused, relationship-driven culture of securing gifts
- Prior to launching his consulting firm in 2015, Scott had a 32-year advancement career at the University of Denver
- Led DU's gift planning program for more than 25 years before serving five years as Vice Chancellor of University Advancement.

# con·ver·sa·tion



the informal exchange of ideas by spoken words

## Challenges

Your Mother  
Tongue

Multiple  
Audiences

Different  
Languages

Becoming  
Multi-Lingual

## Gift Planning Audiences



- Donors & Prospects
- Professional Advisors
- Colleagues
- Business Office
- Supervisors
- Institutional Leaders

## Gift Planning Languages (Dialects)

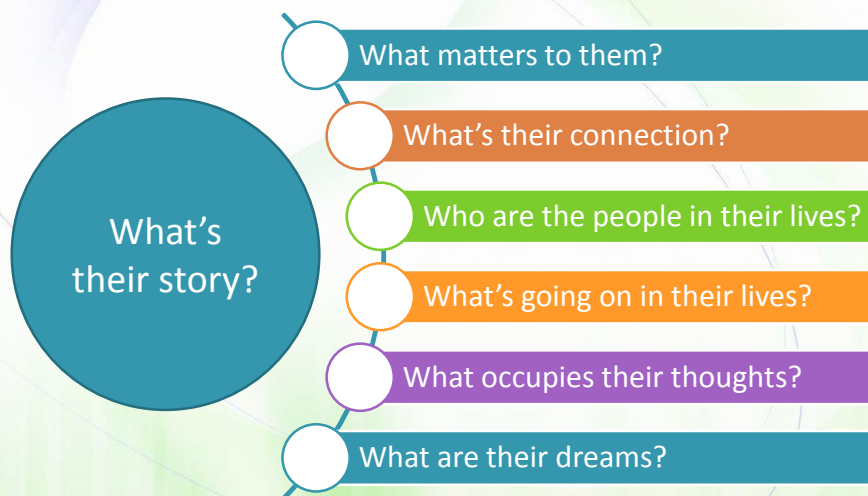


- Philanthropy
- Representation
- Partnership
- Accountability
- Productivity
- Impact

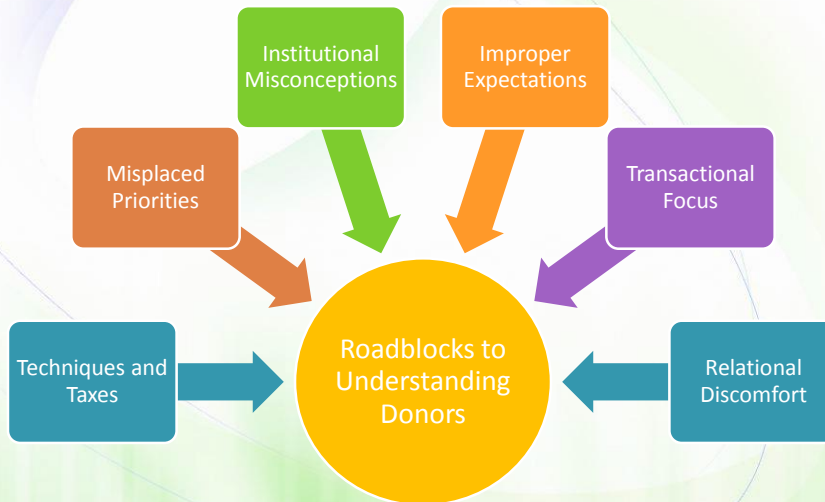
## The Language of Philanthropy



## The Key: Understanding Donors



## What's Keeping you from Understanding?



## What Matters to Donors

### Things Donors Don't Really Care About

- Planned Giving Technicalities
- Tax Regulations
- Professional Designations (JD, CPA, CLU, CFP)
- Institutional Issues & Deadlines
- Your Goals and Metrics

### Things that REALLY MATTER

- Connection
- Trust
- Impact
- Competency & Commitment
- Understanding
- Regular Communication
- Gratitude

## Conversational Gift Planning

- Consider the 5 key conversation drivers.
- Determine what information I want to learn and set goal(s) for visit.
- Active listening → Keeping the conversation going

1. Life & People

2. Values & Priorities

3. Plans & Future

4. Assets

5. Philanthropy

## Five Ways to Introduce Gift Planning

1. Ask “permission” to have a conversation about giving through their estate plans.
2. Ask about a past request for information or indication of a planned gift.
3. Offer to provide planned giving information.
4. Use an example of someone else who has made a planned gift.
5. Offer creative ideas that may be of specific value to them.

## Ask Permission

*“You’ve been such a consistent donor...we’re so grateful. I would like to ask you if I could have a conversation with you about another way you could support Old Ivy. Many loyal supporters and volunteers for Old Ivy have also included Old Ivy in their estate plans. I would be grateful, if it is something you would be comfortable considering, to talk with you about that sometime, whenever and if ever you wish...”*

## Ask about a Past Request or Gift Indication

- *Thank you for requesting information about including Old Ivy in your estate plans. I’m happy to help. I’m curious...what prompted you to request that information?*
- *Some time ago you indicated that you had included Old Ivy in your estate plans. Thank you so much! May I ask what prompted you to include Old Ivy in your plans? Did you have something specific in mind for what you want to accomplish with your bequest?*



## Offer to provide planned giving info

- *There are different ways of including Old Ivy in your future plans; could I leave you a brochure that talks about some of those?*
- *Some assets can have special benefits if you leave them to Old Ivy; would you like to know about some of those?*
- *Did you know that traditional IRAs and retirement plans are taxed if you leave them to family and friends, but not if you leave them to Old Ivy? Would you like to know more?*

## Use an example of someone else

*“You remind me a lot of many alumni I’ve worked with who not only supported Old Ivy year-after-year, they also created a permanent legacy by including Old Ivy in their estate plans. If that’s something you’d ever consider I’d be glad to talk with you about it. We can even provide sample bequest language that makes it very easy.”*



## Use an example of someone else

*“We’ve had a number of wonderful gift commitments this year. John Smith just made a commitment to endow a fund in his parents’ names. He did this with a simple bequest provision in his will...”*

OR

*“We just received a wonderful gift from Mary Adams. She passed away recently but left a provision in her estate plans for her favorite program/department...”*

## Use an example of someone else

*“There are many ways you can make a gift to Old Ivy, keep the income and get a deduction. I was working with someone recently who bought ABC Corporation stock 15 years ago for \$5,000. The stock is now worth \$50,000. He wanted more income from the stock, but didn’t want to lose money to capital gains taxes from selling the stock. We helped him set up a life income gift that allowed him to make a gift but keep the income for life...without paying capital gains taxes.”*

## Offer Creative Ideas

- *You mentioned that you were concerned about retirement income. Can I give you some information about how you could make a gift and increase your retirement income at the same time?*
- *I understand that you might not be able to fund an endowed scholarship now. Some donors fund scholarship awards with annual gifts during their lifetimes and then endow their scholarship from their estates. Is that something that might fit with your situation?*

## PG Donor Tai Kwan Do

- Immerse yourself in the prospect's life  
*(...be one with the prospect, grasshopper)*
- Never, well almost never, directly oppose a prospect's comments
- Response to a marketing piece may not indicate the best path
- Referral from staff may not indicate the best path
- Listen for the prospect's direction and encourage that direction

## Gift Planning Audiences



- Donors & Prospects
- Professional Advisors
- Colleagues
- Business Office
- Supervisors
- Institutional Leaders

## Gift Planning Languages (Dialects)



- Philanthropy
- Representation
- Partnership
- Accountability
- Productivity
- Impact

## Language of *Representation*: Advisors

**Values**

- Responsibility to Client
- Confidentiality
- Professionalism & Competency
- Integrity...Avoiding Conflicts of Interest

**Priorities**

- Client Goals and Interests
- Compliance & Documentation
- Billable Hours / Revenue

**Concerns**

- Is making a gift in my client's best interest?
- How will you work with my client? Can I trust you?
- Can you help me find new clients?

## Language of *Partnership*: Colleagues

**Values**

- Collaboration vs. Competition
- Teamwork vs. Individuality
- Shared vs. Exclusive Credit
- Networks vs. Silos

**Priorities**

- Closing the Gift
- Being valued, recognized & rewarded

**Concerns**

- Who gets credit?
- How will we work together?
- Are you going to take my prospect?
- Can I trust you?

## Language of *Accountability*: Business Office

### Values

Professionalism  
Controls, Policies, Procedures  
Accuracy & Transparency  
Managing Risk

### Priorities

Reconciliation  
Reporting

### Concerns

Auditors  
Board of Trustees  
Present Value vs. Future Value  
Counting vs. Accounting

## Language of *Productivity*: Supervisors

### Values

Performance & Productivity  
Leadership & Teamwork  
Goals & Objectives  
Plans & Strategies

### Priorities

Maximizing Fundraising Results  
Assessing & Reporting Progress

### Concerns

Human & Financial Resources  
Talent Management  
Avoiding Unpleasant Surprises  
Satisfying their Boss

## Language of *Impact*: Inst Leaders

### Values

Mission & Vision  
Institutional Goals  
Strategic Plans  
Maximizing Impact

### Priorities

Achieving Goals & Objectives  
The Big Picture  
The Bottom Line

### Concerns

Satisfying the Board of Trustees  
Balancing short-term needs with long-term goals.

## Becoming Multi-Lingual

Understanding Your Default Dialect

Assessing Your Strengths & Weaknesses

Being Strategic about Communication

Finding a Coach & Partners

Assessing Progress

Seeking & Applying Feedback

Homework:

*Identify three people from different gift planning audiences and make a plan for communicating more effectively with them by using their unique language.*

Q&A



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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.stelster.com/webinars](http://www.stelster.com/webinars)

**Thank you!**



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