The Chesapeake Chronicle

A Publication of the Chesapeake Planned Giving Council

JULY 2023

Letter from the President

Upcoming Events

[Engage in Meaningful & Impactful Conversations & Discussions about Planned Giving]
July 18 | Chesapeake Bay Foundation, Philip Merrill Environmental Center

Aquanetta Betts, JD
President, CPGC

Dear CPGC members and friends,

It is hard to believe that we are half way through the calendar year. Summer is an opportune time to slow down and take a break from your schedule. As you consider your plans, here's some information for you:

Upcoming Event
The Chesapeake Planned Giving Council (CPGC) has been busy working on in-person and virtual programs along with networking opportunities that span all of 2023. We are also looking forward into 2024 with a list of hot topics and phenomenal speakers.

Join us in Annapolis, MD on July 18th at 12pm – for our Lunch and Learn program "Engage in Meaningful and Impactful Conversations About Planned Giving". We will engage in deep planned giving discussions with advisors in charitable giving and the financial industry:

-Rosemary Calderalo, Ph.D. , Community Foundation of Anne Arundel County, CPGC Board member
-Peter D Evans, CPFA®, Merrill Lynch Wealth

2023 CPG Conference
November 1 | Chicago Marriott Downtown Magnificent Mile

Events

Management
▪David Thompson, CAIA, J.P. Morgan

You'll also have the chance to meet some of CPGC's past presidents and founders (we are honoring them). The event is hosted by the Chesapeake Bay Foundation – to register, visit https://www.chesapeakeplannedgiving.org/events.

Fall 2023
National Association of Charitable Gift Planners (CGP) Conference: Will you be in Chicago in November for the CGP Conference? There are some great speakers and sessions lined up for the event. For more information- visit here

CPGC Annual Meeting
In November, CPGC will have their annual meeting where the election of the board will take place. Details will be announced soon. We'd love to have you join us.

Study Group
Another exciting endeavor is in the works for CPGC. Are you interested in becoming a Chartered Advisor in Philanthropy ® (CAP®)? If so, join us for a CAP® Study Group (starting this Fall). For more details, see the article in this newsletter by Richard Letocha, CPGC Immediate Past President.

Thank you to CPGC Board Members - your commitment and support are appreciated. Also, we must mention Association Matters, Inc., for their dedicated assistance to CPGC through the years. We are grateful for CPGC members and sponsors- you are the backbone of the council.

Have a great summer.

Aquanetta Betts, JD
President, CPGC

CPGC News

CPGC hosted a webinar on June 22 ***All About the Planned Giving Ask.*** William D. Samers, the Vice President of Planned Giving and Endowments at UJA-Federation of New York, the largest local not-for-profit in the country, presented. The webinar focused on who, when, what, and how to ask for a planned gift.

Chartered Advisor in Philanthropy® Study Group Update

Time is dwindling to register your interest!

The Chesapeake Planned Giving Council is convening a study group for CAP® certification. Many of you have expressed interest – thank you! If you're interested in participating, we need to hear from you by **July 31, 2023**. The study group meetings will be held from **September, 2023 to May, 2024**. This time window aligns with the support services for local study groups that are offered by the American College of Financial Services, which sponsors CAP® certification. We're excited to partner as closely as possible with the College and are delighted that their faculty and study group resources will be available to the cohort of CAP® students who will be a part of this study group.

The attached flyer explains the CAP® program in more detail. Please also visit the following link for additional information, including the pricing: https://www.theamericancollege.edu/designations-degrees/CAP

The CAP® program is designed to reflect the diverse work experiences of both advancement professionals and those in related fields. Accordingly, we expect this cohort of CAP® students will include both fundraisers and those who work in fields such as wealth management, accounting, insurance, and law. To help us establish a diverse cohort of students, we hope you'll continue to share the news of the study group within your network. As we approach the start date for the group, we'll increasingly publicize the study group through the Council's social channels and website.

To register your interest, or to request more information, please reach out to Richard Letocha at rletocha@jhu.edu.

Richard J. Letocha, J.D., CFP®
Director, Gift Planning
Johns Hopkins Office of Gift Planning
Chesapeake Planned Giving Council, Immediate Past President

CAP Flyer

Learn More

Industry Articles

Inspire Donors to Leave Planned Gifts With This Powerful Tool

By Nathan Stelter, from Stelter Insights

Nathan Stelter is the president of The Stelter Company, a leading source for gift planning marketing solutions for the nonprofit community. The Stelter

Company, founded in 1962, partners with more than 1,300 nonprofits nationally.

Nathan is the 2023 Chair of the National Association of Charitable Gift Planners, co-chair of the National Standards for Gift Planning Success (NSGPS) task force, and a past board member of the National Capital Gift Planning Council (Washington, DC).

Nathan is a two-time graduate of the University of Iowa, where he earned a bachelor's degree in marketing and an Executive MBA. When not working, Nathan enjoys spending time with his three children, Benjamin Hawkeye, Brody and Brynn.

What makes a donor decide to give? Understanding how thought and behavior impact decision-making can help answer this question.

Behavioral science researchers like those at the Center for Advanced Hindsight study human behavior using systematic experimentation and observation. A key insight from such research reveals that emotions can be divided into three states: Yes!, No! and Unengaged. These emotional states have a significant impact on how we make decisions.

You can read all about this research in our paper, but essentially, to be successful, fundraisers should tap into a person's Yes! emotions. These include pleasure, laughter, anticipation and nostalgia.

Let's take a closer look at nostalgia.

Nostalgia is a powerful tool. It has the remarkable ability to transport individuals back in time, evoking memories and a sentimental longing for the past. Nonprofits can use this emotion to foster deeper connections with donors and help inspire them to leave a planned gift.

Here are some ways to harness nostalgia:

Educational Nonprofits

Organize alumni reunions, milestone celebrations or virtual gatherings that bring together alumni from different eras. Encourage attendees to share memories, photographs and stories of past experiences.

- After the event, send a handwritten card to each person thanking them for attending. Include a photo from the event. Introduce the idea of planned giving as a way for them to support future generations of students.

Establish a scholarship or endowment in honor of a beloved teacher, administrator or influential alumni. Highlight the impact these individuals had on your organization and its students.

- Create a targeted marketing campaign for alumni that will remember or were impacted by the individual. Invite them to join others in their class in honoring the legacy of this special person by considering a planned gift.

Healthcare Nonprofits

Develop remembrance programs that honor the memory of loved ones who received care from your organization. Create physical or virtual spaces where donors can share memories, photos and tributes.

- Offer donors the opportunity to leave a lasting impact by establishing a legacy program as a tribute to their loved one. It could be a scholarship, research grant or community initiative that celebrates the memory of the individual while supporting your mission.

Arts and Culture Nonprofits

Organize special performances or events that pay tribute to influential artists, past productions, significant eras or iconic moments in your nonprofit's history. Host exhibitions or virtual galleries showcasing the evolution of art forms over the years. Highlight influential artists, landmark performances, or iconic artwork to evoke a sense of nostalgia and appreciation for the artistic heritage.

- These events could be held specifically for your current legacy society members as part of your stewardship program. Or invite legacy members to a "special preview" performance before opening to a wider audience. You could also do an invite-only event for your best planned giving prospects.

Harnessing the power of nostalgia is a powerful strategy for inspiring donors to create meaningful legacies through a planned gift.

Must-Know Estate Planning Tips to Share With Your LGBTQ+ Supporters

By [Lynn M. Gaumer, from Stelter Insights]

Lynn M. Gaumer, J.D., is the senior gift planning consultant for The Stelter Company, a leading source for gift planning marketing solutions for the nonprofit community.

Lynn is Chair of the National Association of Charitable Gift Planners Leadership Institute, as well as past president and current board member of the Mid-Iowa Planned Giving Council.

She earned her B.A. in economics and communication studies from the University of Iowa and her law degree from the University of South Dakota School of Law.

Estate planning is critical for everyone and especially important for members of the LGBTQ+ (lesbian, gay, bisexual, transgender, queer) community who face unique challenges with their estate plans and end-of-life care.

As someone working in planned giving, you need to understand aspects of estate planning that may impact your LGBTQ+ supporters specifically—areas they should give special attention to. Taking care of their loved ones and ensuring their wishes are respected takes on additional importance if, for example, they have unsupportive family members or care for non-biological children.

The first step, always, is to have a plan in place.

Planning Tip: If an estate plan was created prior to the 2015 Supreme Court decision in *Obergefell v. Hodges* (that determined same-sex marriage is protected under the Due Process and Equal Protection Clauses of the Fourteenth Amendment), it should be reviewed and possibly updated to reflect current laws.

Five Essential Elements of an Estate Plan

1. A Will and/or Trust

A will formalizes an individual's wishes on how property should be distributed after their lifetime. A revocable living trust arranges for the management of assets during life. It may also be set up to benefit loved ones after a lifetime. Both can provide for partners, friends and others whom the law may leave out.

Planning Tip: If there is concern a family member may contest or challenge the validity of a will, establishing a trust or including a "no contest" clause in the will can address this. Advise your LGBTQ+ supporters to speak with their attorney, as some state laws may limit the use of these clauses.

2. Beneficiary Designations

Beneficiary designations name the person(s) who will receive a specific asset, such as a retirement plan or life insurance. These assets pass outside of an individual's will via a beneficiary designation. A will only formalizes wishes for assets left in the individual name. It is important to review these beneficiary designations so they mesh with the overall estate plan.

Planning Tip: Remind your LGBTQ+ supporters to review these designations regularly, particularly after any change to their life circumstances, to ensure their designations reflect their current wishes.

3. Living Will or Advance Health Care Directive

A living will or advance directive helps guide the doctor or other caregivers to withhold or withdraw life-prolonging interventions if an individual is terminally ill or permanently unconscious.

4. Power of Attorney for Finances

This document allows a person to name an individual to have legal authority over financial matters in the event they are unable to.

5. Power of Attorney for Health Care

A power of attorney designates someone to oversee health care wishes if the individual is unable to.

Planning Tip: These documents are critical for unmarried LGBTQ+ couples as their relationship may not be recognized under the law, leaving financial and health decisions to those appointed by a court.

Additional Considerations

Even with an estate plan in place, a will can be contested for various reasons. Here are some things to consider:

Provisions for Children

Estate planning documents must recognize children not legally adopted by both spouses or partners, providing clear direction for their care if the biological or sole legal parent passes. Laws regarding second-parent adoption for non-married couples may vary by state.

Gender Pronouns and Legal Names

Trust & Will recommends removing pronouns from all estate planning documents. If the pronouns listed in the estate plan do not match the pronouns that the partner, children or beneficiaries are using at the time of the individual's death, the will could be contested in a court of law. The same goes for legal names. All individuals named in any documents must be listed using their current legal name. Be sure this is updated whenever a name changes. Keep in mind that transgender and nonbinary people may encounter additional requirements or limitations when updating state identity documents.

What if…

If the Supreme Court were to overturn *Obergefell v. Hodges*, the legality of same-sex marriages would revert to state law. And states would no longer have to grant marriage licenses to a couple with the same legal gender. Currently, the majority of states would prohibit it. The Respect for Marriage Act, signed in December 2022, affords some protections but does not go as far as the protections afforded in the *Obergefell* case. So, if the *Obergefell* case were to be overturned, it would create a myriad of legal issues for the LGBTQ+ community including a patchwork of laws around the country in which some states would allow marriages and others would not.

This possibility makes it vital for you to keep up to date on any changes that could impact estate planning for LGBTQ+ people.

Education and Allyship

Educating your LGBTQ+ supporters about the importance of having an estate plan shows you care about their legacy and want to help them protect it. Become an active partner to the LGBTQ+ community by sharing resources in your direct marketing materials, on your planned giving website, or by hosting a tailored educational session.

The LGBTQ+ community includes a diverse spectrum of identities and life experiences. It's important to listen for and respect a person's self-identified terminology and avoid assumptions based on their appearance. If you are not an LGBTQ+ person or advocate, check out these tips for being an ally.

A Strong Proposal Uses Strong Language

Reprinted from The Nonprofit Times

Grant proposals are meant to convince funders that the need you will address is urgent, the response is well-considered, the expected results are achievable, the budget is on target, and your organization can get the job done. It is imperative to be scrupulously honest when making the case, and it is also essential to convey competence and strength.

"This is no place to equivocate about your organization's ability to produce impact," said Barbara Floersch, grants expert and author of *You Have a Hammer: Building Grant Proposals for Social Change*. "Be sure the language you use communicates expertise and competence."

Stellar writing will never overcome pitfalls such as lapses in logic, poorly conceived programs, or unsupported claims. But wishy-washy writing that projects indecisiveness and uncertainty can cause funders to doubt your organization's competence even when your argument is sound.

Stellar writing will never overcome pitfalls such as lapses in logic, poorly conceived programs, or unsupported claims. But wishy-washy writing that projects indecisiveness and uncertainty can cause funders to doubt your organization's competence even when your argument is sound. Floersch offers these tips for producing a grant narrative that projects conviction and confidence.

- Explain what your organization will do. For example, tell the funder that you will engage 150 parents, 128 (85%) of whom will complete the parent education program, will demonstrate increased knowledge of positive parenting, and will report improved relationships with their children. When your program plan is based on best practices and proposed outcomes are realistic, there is no need to equivocate.
- When explaining authentic community connections, use words that engage the reader emotionally. For example, the *beloved* activity center

is bright, *welcoming*, and *embraced* by the community's racially and ethnically diverse residents.

- When explaining impact, use strong words that project proficiency. For example, *conclusive* evaluation data document positive outcomes that *exceed* original projections?
- Avoid weak words such as *usually*, *probably*, *sometimes*, and *generally*. These words scream equivocation and communicate uncertainty.
- Overused words and phrases often fail to communicate the intended meaning. Instead of inserting a tired word or phrase such as *unique* or *cutting edge,* stop and consider what you want the reader to understand. Then hammer out a concise explanation that tells the reader how something is different or original.
- Complex language and jargon are annoying, often incomprehensible, and can leave readers feeling frustrated or misled. Plain, straight-forward language is strong, easier to read, and increases the likelihood of being understood. Because plain language communicates with precision and clarity, it also builds trust and enhances credibility.

"Write like you mean it," said Floersch. "Write like you have nothing to hide and everything to be proud of."

Industry News

What does AI mean for the future of nonprofit Fundraising?

Reprinted from Philanthropy News Digest

Since the debut of ChatGPT in November 2022, the language chatbot has been an evolving topic of conversation among Slack channels and group texts. As the media report on rapid advances in language model technology, experts continue to raise concerns about ChatGPT playing an ever-increasing role in our personal and professional lives—citing, for example, the chatbot's habit of "hallucinating" information when it doesn't know the answer.

What does this all mean for nonprofit and political fundraisers? How can we harness this emergent tool for good, mitigate harmful impacts, and prepare for the ways in which it could upend our work?

What do we mean when we say AI?

In short, ChatGPT, Microsoft's Bing, and Google's Bard are all types of "large language models" (LLMs)—a technology that analyzes massive amounts of text from across the internet. Developed by tech company OpenAI, ChatGPT, the most viral version of the three, is capable of creating vast amounts of content, carrying out human-like conversations, and performing complex tasks.

These technologies are already being implemented rapidly in organizations, workplaces, and institutions—to various effects. In March, the *New York Times* reported that the Democratic Party has begun testing the use of artificial intelligence in some fundraising emails (and that some of those appeals had been performing better than those written entirely by human beings), while the nonprofit Khan Academy announced a partnership with ChatGPT to launch new AI-powered virtual tutors.

How could AI shape our work as fundraisers?

While many of the predictions for AI's impact on fundraising can be pretty "doom and gloom," we see one potential use case where AI could actually bring us closer to our donors.

Researchers Allison Fine and Beth Kanter remain hopeful that in the future of the industry's partnership with emerging technologies, every nonprofit will receive "the gift of time freed up for staff to spend more time building strong relationships with donors and supporters." While being mindful that there is still so much unfolding in the AI space, we are considering ways this technology might impact fundraising, our partners, and our day-to-day work life.

1. Focus on the creative that sets us apart.

As an experiment, I gave ChatGPT a prompt asking for ways it could assist with content strategy for nonprofit fundraising, and the suggestions were wide ranging: generate content tailored to specific donor segments, analyze engagement across channels and optimize accordingly, and create content based on organization mission and themes.

As we've seen in the last few months, language bots are really good at generating words—lots of words–and may soon have the ability to easily generate new content based on past campaign results. But when we at Blue State put it to the test to write a fundraising email in the voice of one of our clients, principal editor William Tomasko found that while AI could write cohesively, it failed to match the spirit of a human voice.

A recent (although not peer-reviewed) study provides early indications on how this might play out in the workplace: Using ChatGPT makes everyday tasks quicker and easier to complete. If (or when) technologies like ChatGPT become another tool we use in our everyday work lives, we may be able to free up space to focus our energy on big-picture creative ideation, out-of-the box ideas, and ensuring that the voice of the organization is captured in our work.

2. Think seriously about our personal relationships with donors.

Building strong relationships with donors is an essential piece of the fundraising puzzle. ChatGPT might be able to help with routine personalized donor communications, for example, providing donors with information or FAQs in a more convenient way than waiting on hold at a call center.

However, right now, ChatGPT is not a reliable source for truth or facts. There are also considerations around donor privacy. Using a public tool like ChatGPT to share donor or client data creates a risk—Samsung employees recently (accidentally) leaked sensitive confidential information using ChatGPT. As generative AI continues to become ubiquitous in our communications, will person-to-person relationships and communications become prioritized by our supporter groups?

With increasing disillusionment in institutions like nonprofits (particularly from young people), the potential for LLMs to cause a firehose of highly personalized marketing automations is a concern. Fundraisers might see a benefit in the long-term fostering of micro-communities and establishing themselves as trusted sources by offering disclosure around using AI-generated content in communications and ongoing acknowledgment of potential bias and factual inaccuracies.

3. Consider how ChatGPT employs bias.

In a groundbreaking research paper that resulted in her being forced out of her role as the co-lead of Google's ethical AI team, co-author Timnit Gebru argues that "size doesn't guarantee diversity." As a language model analyzing enormous amounts of information from existing sources on the web (300 billion words, to be exact), ChatGPT will inherently reflect white supremacist, misogynistic, and ageist biases, among others, that are overrepresented in these existing data sources.

As fundraisers working with groups led, organized, supported, and made up by diverse groups of people—it is critical that we acknowledge potential bias in technologies being employed by our organizations and in our day-to-day work. One place to begin tackling these biases in emerging technology is in regulatory legislation. This week, OpenAI chief executive Sam Altman testified in a Senate hearing, imploring Congress to act quickly on regulation, as lawmakers acknowledged the growing need for accountability and oversight.

What's clear is that we're only at the start of the trajectory for AI—and progress is only accelerating. Nonprofits should closely track the evolution of this technology and how they can and should employ it in their work—along with considering the myriad ethical and technological issues it raises.

For our part, we're interested in the ways it can elevate our work: by routinizing communications to bring us closer to our donors and supporters and freeing up our time to think boldly and creatively—all things that make our work, well, a little more human.

Has Your Life Changed? So Should Your Estate Plan

Reprinted from AMCP Foundation's newsletter, Aligning Tomorrow's Pathways, May 2023.

Ever look at the calendar and marvel at what year it is? Has that much time really gone by?

With time's passage comes change: Babies are born, loved ones depart. We move to a new town, start a new job. Laws get revised. We discover a new passion, a new cause.

When changes happen, it's important that your estate plan reflects them. Here are key categories to consider:

- **Timing:** Did you write your will prior to 2001? A lot has changed in the world of estate taxes. For example, the amount you can leave to heirs without paying federal estate tax rose from $675,000 to almost $13 million in 2023.
- **Relationship status:** A change in your marital or long-term relationship means you

may want to alter your will and beneficiary designations.

- **Children:** Perhaps you now have children or grandchildren, and you want to ensure you have provided for them. Or, you created a will when the kids were young and they are now grown and financially stable.
- **Residence:** Legal requirements and taxes vary by state. If you've moved to a new state since creating your will, you'll want to see what impact that may have.
- **Family and friends:** Our connections with people sometimes shift over time. You may want to increase or decrease the amount left to certain individuals, or even add or remove them from your will or beneficiary designations.
- **Pets:** Ensure that your pets are cared for after you're gone. Name a guardian you trust and assign assets to provide for your pet's food and veterinary care.
- **Charitable causes:** If you have formed new or stronger connections with certain nonprofits and want to take your support to the next level, you can set up gifts in your estate plan to ensure your values endure after your lifetime.

Call for Articles!

Do you want to be featured in the next edition? We invite you to share your planned giving expertise and submit an article for the Chesapeake Chronicle!

Here's what we need to consider your article for publication:

- The article must be timely and relevant
- It must be 750 words or less
- Include full name, headshot, short bio, and link if applicable (LinkedIn or website)
- Email your article in original format (accessible web link or Word)