The Chesapeake Chronicle

A Publication of the Chesapeake Planned Giving Council

SEPTEMBER 2023

Letter from the President

Aquanetta Betts, JD
President, CPGC

Dear Friends,

Navigating change is a constant. The seasons are a great reminder as we see the summer days fade away and fall is on the horizon. My favorite time of the year – is approaching with the fall festivals, pumpkin patches in the area, and the crisp autumn days. While change is upon us, the Chesapeake Planned Giving Council (CPGC) is working on new ideas for educational programs and networking in the coming months.

Upcoming Events

Charitable Planning Vehicles
September 12 | 12:00-1:30 PM | 100 Light Street Suite 1401 Baltimore, MD B1 Conference Room

2023 Maryland Nonprofits Annual Conference
October 3-6 | Virtual & 692 Maritime Blvd, Linthicum Heights MD

2023 CPG Conference
November 1 | Chicago Marriott Downtown Magnificent Mile

Events

We welcome you to join us for our upcoming events as we wrap up 2023. CPGC has a Lunch and Learn event on September 12th on charitable trusts which will be held in Baltimore. Allison Clapp, Esq., a trusts and estates lawyer with Stewart, Plant & Blumenthal, LLC is the presenter.

Next on the calendar is a virtual event in October on legacy challenges. Sara Eisenberg, Deputy Director of Planned Giving and Endowments, with the United States Holocaust Memorial Museum is a presenter and there are more presenters joining the panel. The details are still unfolding and will be available soon. Visit our website at https://www.chesapeakeplannedgiving.org/events for updates on the October event: speakers and event registration.

We can use your input - by sharing with us what types of programming you are looking for. This is an informal request, but you can provide us with valuable information on what you'd be interested in learning more about:

What topics resonate with you, or is networking the most important thing?

Are you looking for more technical information on planned giving?

Does a planned giving nuts and bolts workshop appeal to you?

Here is our email - Info@ChesapeakePlannedGiving.org. Send us a message about what types of programs you are interested in.

National Estate Planning Awareness Week this year is October 16th – 22nd. The week occurs every third week in October and was adopted in 2008 (House Resolution 1499) to help the public understand what estate planning is and why it is such a vital component of financial wellness. What is your organization doing this year to celebrate the week?

Let's look forward to November 1-3, 2023 - The National Association of Charitable Gift Planners conference is in Chicago this year. Join us there for awesome presentations, networking, and great conversations with industry leading professionals in the field.

As we enjoy the seasons changing, the CPGC board of directors sends a warm thank you to our sponsors, members, and friends for their support.

Happy fall!

Aquanetta Betts, JD
CPGC President

Chesapeake Planned Giving Council

CPGC News

Chartered Advisor in Philanthropy® Study Group Update

The start date for the Chesapeake Planned Giving Council's CAP study group is almost here! We'll be pairing with the Greater Philadelphia and Delaware study group from **September 20th through June 19th,** meeting via Zoom for 90 minutes on the **third Wednesday of each month**. Contact Richard Letocha at rletocha@jhu.edu if you're interested in joining.

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

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

Legacy Challenge or Legacy Match: A Naming Dilemma

By Renee Durnin

Renee Durnin, CFRE, serves as a client strategist for 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.

Renee has a B.A. in Communications from Truman State University and acquired her Certified Fundraising Executive (CFRE) certification in 2009. She earned a "Pass with Distinction" certificate in Philanthropic Psychology from the Institute of Sustainable Philanthropy in 2021.She is an active member of the Association of Fundraising Professionals, ANA Nonprofit Federation, Direct Marketing Fundraisers Association, St. Louis Council of Charitable Gift Planners and the National Association of Charitable Gift Planners.

Over the past decade in the planned giving space, we've seen the emergence of the "Legacy Challenge." This type of fundraiser asks supporters to document a planned gift, and in doing so, their gift will be "matched" by a donor or group of donors (a percentage of the gift amount or a set dollar amount). These campaigns have shown to be very effective in encouraging donors to help make an impact today by leaving a legacy.

As various nonprofits tackle developing their legacy fundraising campaigns, one crucial decision is choosing the right name. Traditionally, planned giving fundraisers have been using the term "Legacy Challenge," however, based on recent results we think you may want to consider another option: "Legacy Match."

Hitting Pause

We recently partnered with two nonprofits (both in the international affairs sector) on fundraising campaigns where the name of the campaign garnered a lot of conversation. Initially, we were going with "Legacy Challenge Match." However, once we added the official campaign name to the beginning of it, it all became too long and cumbersome. (A sure-fire way to have marketing tank is to make it long and cumbersome!)

Given that the pioneering naming convention has been "Legacy Challenge," our instinct was to drop "Match" from the title. But, knowing the crucial role headlines and callouts play in grabbing a reader's attention, we decided to hit pause and give more thought to the decision.

In legacy giving we're targeting a loyal audience, so we delved into each organization's donor journey and how their donors have responded in the past. For both, direct response match appeals were some of their highest fundraising initiatives. We reviewed the campaign materials and saw that “match” was used heavily in teasers, headlines and callouts, while “challenge” was used only occasionally in body copy.

We also discussed their donors’ giving motivations. Had giving circles or legacy societies been a successful motivator? The answer was no. Both nonprofits have nationally diverse donor bases, so this personal connectivity concept had not been part of their fundraising mix.

In the end, for both nonprofits, we chose “Legacy Match” and kept the marketing as simple as possible for their readers to digest.

The results: both campaigns have received some of the highest-performing results we’ve seen in spurring legacy gifts in both print and digital channels.

Given this success, we want to share some tips for other nonprofits to consider.

Discovering What’s Right for You

While both names carry their unique connotations and implications, it’s essential to consider the specific goals and dynamics of your campaign to determine which title best encapsulates its essence and translates to your donor’s experience with your organization.

STEP ONE: Define the Purpose of Your Campaign

To choose between Legacy Challenge and Legacy Match, it’s important to clarify the primary purpose of your campaign. Ask yourself: Are you seeking to foster friendly competition among donors, or do you want to emphasize the multiplier effect of their contributions?

Legacy Challenge – Embracing Friendly Competition

If your campaign aims to create a sense of camaraderie and achievement through competition, Legacy Challenge may be the ideal choice. This name conveys the notion of participants taking on a challenge together, striving to achieve specific goals and benchmarks. It ignites excitement, encourages donors to push their limits, and fosters a sense of community as they work collectively towards a shared objective.

Legacy Match – Amplifying Philanthropic Impact

On the other hand, if your campaign aims to maximize the impact of individual contributions and inspire broader donor participation, Legacy Match may be more appropriate. This name highlights the multiplier effect of donations, suggesting that every planned gift made will be matched or multiplied by a partnering group or person. It conveys the message that donors can increase the significance of their contributions and make a more substantial difference by participating in the campaign.

STEP TWO: Consider Donor Relationships and Engagement

When deciding between “Challenge” and “Match,” the other key element to consider is your donor base, their preferences and how they’ve interacted with your organization throughout their donor journey. Reflect on their motivations, interests and the language that resonates with them.

Relationship Case for Challenge

Ask yourself: Do your donors know one another and have they been motivated by uniting for a challenge in the past? Throughout their relationship with your organization, have they experienced giving societies or groups that inspired support?

Relationship Case for Match

Are your supporters regionally diverse with little connectivity to one another now or in the past, so uniting with others might not be as compelling? Do your donors regularly see and give to match appeals in your annual giving or direct response marketing?

STEP THREE: Collaborate and Seek Input

Don’t hesitate to break down internal silos and involve all fundraising departments in the decision-making process. From direct mail to digital fundraising to telemarketing to major giving—they all play a part in your supporter’s journey with your organization and can provide valuable insight when asking for the ultimate legacy gift. Solicit their input and gather diverse perspectives to ensure the chosen name resonates with your target audience.

What’s in a Name

Deciding between “Legacy Challenge” and “Legacy Match” requires careful consideration of your goals, donor preferences and the desired campaign dynamics. Both names carry distinct connotations and implications, offering unique ways to engage donors and amplify their impact.

By aligning with the essence of your campaign and the expectations of your donor base, you can create a compelling narrative that inspires participation, fosters a sense of community, and helps your donors have a meaningful philanthropic legacy.

Make it Meaningful: 3 Questions to Help Move Your Donor Relationship Forward

Reprinted from Veritus Group

To be blunt, the metrics used to evaluate many major gift programs these days don't make much sense to Richard and me. Especially the metrics around how many face-to-face meetings or phone calls you need to make every month with the donors in your portfolio. We find many MGOs get so focused on meeting metrics that they lose their heads on what they're really trying to accomplish. Which, put simply, is establishing a meaningful relationship with a donor so you can understand their passions and interests. This will allow you to inspire them to support specific programs and projects your organization is using to address problems in the world around you.

We've seen it happen where a major gift fundraiser is in the last week of the month. They're way behind in meeting their face-to-face or "donor contact" metric, so they set up a bunch of meetings or make a bunch of calls so they can meet their quota for the month.

Instead, let's throw that old paradigm out the window. It's time to embrace the concept of creating "meaningful connections."

A meaningful connection is one where you take an action with a donor that moves the donor to a deeper relationship with you and the organization, and/or helps you understand the donor more, so you know how a gift can help the donor find joy in their life. That meaningful connection can be made any number of ways: a personal visit, a phone call, an email, a handwritten note, a formal proposal, or through a personal touch of another sort. The point is, it's done with preparation and intentionality.

I saw a good article on McKinsey.com about what makes a good meeting. As I was reading it, I thought it could translate well into preparing and really thinking about making a meaningful connection with your major donors. In the article by Aaron De Smet, Gregor Jost, and Leigh Weiss, they highlight three things you should ask yourself before you consider setting up a meeting.

I'm going to take some creative license to fit your situation as a major gift officer, but in any scenario, these three questions will help you create a meaningful connection with your donors and move the relationship forward.

1. **Should I even connect with the donor right now?** In other words, *do you have a good reason* to meet with, call or email your donor? Have you spent time thinking about what the objective would be?
2. **What is it you're trying to do with the donor?** Many times you feel pressured to "get a meeting with a donor." Without thinking, you set something up. Then, you scramble to figure out *what you actually want to accomplish*. Richard and I have seen cases where a major gift officer won't spend enough time figuring this out. They use the meeting to ask the donor for a large gift. But, neither the major gift officer nor the donor are ready for that ask. The key is to think about where you're taking the relationship with the donor. What do you need to know about the donor? Then, in that context, figure out what type of connection you want to create. And, determine what the objective of that connection should be. Too often you're not

preparing enough with the donor. Spend time figuring this out prior to that face-to-face meeting or phone call, and how it fits into the overall objective of building that relationship. This is crucial.

3. **What is everyone's role?** This is especially important when you're meeting face-to-face with a donor or on the phone, and you've invited someone else with your organization to interact with the donor. That could be the CEO, or a program officer or even a finance person. Figuring out what your role will be, and everyone else's role on the call, is very important. Richard and I have seen situations where it's not clear what everyone's role is, and the donor leaves confused and concerned that the non-profit doesn't have its act together. But even if you're the only one connecting to the donor, figure out what your main role is in that meeting. Facilitator? Interviewer? Listener? The point is to prepare thoughtfully.

Creating meaningful connections with your donor takes work. It takes planning and preparation, which will make it meaningful.

Making it meaningful will move the relationship deeper, which will make it easier to understand and know that donor. That helps you to inspire the donor with offers that will fulfill their passion and interests.

Ultimately, this will lead you to make (or exceed!) the ultimate metric of meeting your individual donor revenue goals for the year. Meaningful connections: take the proper time and attention for it, and you'll see amazing results.

How to trust: When funders and grantees get it right

Reprinted from Philanthropy News Digest

Trust-based philanthropy has gotten a lot of attention in recent years, especially during (and coming out of) the COVID-19 pandemic. At the height of the pandemic, many institutional funders and individual philanthropists rallied around the cause of trust-based philanthropy and infused large amounts of unrestricted dollars into their nonprofit partners to keep them afloat through an unprecedentedly challenging period.

A paradigmatic example and champion of trust-based philanthropy is the philanthropic giving of billionaire MacKenzie Scott. The fifth wealthiest woman in the United States, Scott reportedly has given away at least $14 billion of her estimated $26 billion net worth. What's more, she has done so with virtually no strings attached. No year-end reports, no measurement or evaluation of programmatic impact required. Nothing. "We trust you fully to do what you do best," Scott seems to be saying to her more than 1,600 grantees.

Proponents of trust-based philanthropy often point out that the value of unrestricted giving lies in allowing grantees to build capacity and develop long-term plans. Indeed, according to the Center for Effective Philanthropy, unrestricted, multiyear giving has profoundly positive effects on recipients. It helps nonprofit organizations think big, be thoughtful and planful, and invest in long-term organizational sustainability.

But following a strictly trust-based paradigm may pose challenges for foundations with guidelines and guardrails around their grantmaking, who must make hard choices about where, how much, and with whom to invest—in other words, whom to trust—in order to drive long-term impact. Many grantmakers are also inherently accountable to their boards, the communities in which they invest, and other supporters, whether donors (in the case of foundations or grantmaking public charities) or taxpayers (in the case of governmental agencies). And so, they have to make choices that will uphold the trust of their various constituents and stakeholders.

When choosing which causes and which organizations to support, grantmakers must ask: "Will this grant advance the kind of change we want to make in the world?" "Given limited resources, which grant is *more likely* to advance our goals?" And when renewal decisions are discussed, it's critical to also ask, "Did it work?"

And this is where trust truly comes into play. We all know that trust is a good thing; it is the glue that holds together any relationship. We also know that trust can be hard to establish. When you trust, you must give away a certain degree of control; you have to share your power with someone else. What makes a funder-grantee relationship tricky is that it is so unbalanced; the power lies almost entirely on the funder's side. The funder alone has the power of the purse strings, and many grantees will happily (or begrudgingly) jump through almost any hoop to secure a grant.

The fact that grantees will do what it takes to make a funder happy is not a good thing. It's not good because it makes it difficult for funders to interpret grantee reports. (Is that the truth, or is that the truth they want us to hear?) It's not good because it makes it difficult for grantees to fruitfully hear less-than-stellar evaluation findings, and to engage in meaningful conversation with funders about necessary adjustments.

As evaluators, we situate ourselves (and offer value) right at the nexus of grantees and their funders. We see these relationships unfold day in and day out. And we know that some relationships work better than others.

Having worked with and served numerous philanthropic and nonprofit organizations over years, we have learned that there are some predictable components to fruitful, trust-based funder-grantee relationships.

Consider the following when establishing a trust-based practice that works for you:

1. Trust always goes both ways; however, in a funding relationship, **the imperative to trust falls primarily on the funder's side of the court**. You, the funder, have the power; and so, you have the responsibility to convey your trust in words and deeds (and dollars).

2. **Offer a long enough runway**. Anyone who's been in the philanthropic or nonprofit sector for more than a brief period knows that change takes time. It can take several years to pilot a new initiative and get it off the ground; it could take several years more to see any measurable results.

3. **Determine the right lens size** for measurement and evaluation and understand what you're surrendering with that choice. Just like in photography, the more you zoom in, the more details you see, and the smaller the picture you get. When you zoom out, the greater

your scope of vision and sense of the landscape, but that necessarily comes at the cost of lower resolution; you lose the finer details.

4. **Invite your grantees to have conversations about shared goals and expectations around evaluation**—and actually have the conversations. Be explicit about the values that guide you, the kind of change you want to make, and the kinds of decisions you will have to make with your limited resources.

5. Consider whether to **involve a professional third-party evaluator** in those conversations. A trusted evaluation partner could play the role of a facilitator that could convene and moderate these conversations, ground them in best practices, and identify what is realistic and what is necessary (or not) to track or measure in order to ensure everyone involved has what they need to make informed decisions.

Just like in any relationship, trust is something to build and work on. But when trust truly works, it can be affirming for all parties involved. It can truly make a difference.

---

5 Common Planned Giving Myths

Reprinted from PlannedGiving.com

Planned giving often ranks as one of the most intimidating forms of fundraising. However, planned giving is a sleeping giant, capable of directing significant gifts to your nonprofit through donor-advised funds, bequests, and other planned giving vehicles.

Help planned giving pay off for your organization by avoiding these five common mistakes in the planned giving sector.

1. Donors Always Plan their Legacy Gifts

Planned giving is often described as a donor leaving a legacy to a charitable organization. While that sounds like a noble and exciting idea anyone with the means would want to adopt, it is not always the case that donors decide to leave a planned gift on their own.

The truth is, planned gifts are often the result of diligent and thoughtful outreach and education by a nonprofit. Donors wish to know how their gift will be invested and may have specific wishes for their sizable donation.

And the work doesn't end once a gift is secured. Bequests in particular are often reviewed annually. This means savvy fundraisers keep their mission top of mind for planned giving donors who have promised a legacy gift. It is important to update and inform planned giving donors regularly as a way to maintain their support for your mission.

2. Planned Giving is Too Complex

Charitable gift annuities? CRATs vs CRUTs? Grantmaking opportunities available through donor-advised funds? While there is a learning curve to planned gift vehicles, fundraisers must commit to learning and understanding the basics. Also visit our glossary for a comprehensive listing of planned giving and estate planning terms.

Another important aspect of educating yourself about planned gifts is knowing your limits. Legacy gifts often require legal intervention to make them official, like a codicil required to update a bequest. Fundraisers should know enough about these gifts to realize when they need to hand their donor off to an attorney or other advisor to complete the planned gift.

3. Planned Giving Should Be Passive

Legacy gifts often require the death of the donor before they arrive at the nonprofit. This fact alone can make fundraisers feel wary about bringing the topic up with donors. (Learn how to initiate the conversations.)

However, planned giving should be honored for its unique purpose. Fundraisers can take heart knowing these gifts establish a legacy for donors, whether they are alive to experience the result of their gift or not.

4. Planned Gifts are Always Deferred

If you'd rather avoid discussions of mortality, you should know not every planned gift matures upon the death of the donor. There are plenty of planned giving vehicles that do not involve deferred gifts.

Options like a charitable remainder trust or donor-advised fund are still planned giving tools but they involve living beneficiaries. Sometimes the donors maintain an involvement in the investment of their planned gift, like through donor-advised fund grantmaking.

5. Stewardship is Less Important with Planned Giving

As previously mentioned, stewardship is still essential with planned giving because donors can and do amend certain planned giving vehicles frequently. However stewardship matters for more reasons than that.

Stewardship with planned giving develops a special relationship between the nonprofit and donor. Consider developing a specialized newsletter for this audience, filled with information about new research affecting your cause and upcoming plans for the organization. This messaging helps current and prospective planned giving donors visualize how their legacy will contribute to your enduring mission.

One stewardship tip: if you have secured a planned gift that matures when the donor dies, ask if the donor would like anyone to be contacted by the nonprofit once it receives their planned gift. Some donors take comfort in knowing there will be due diligence with their gift, yes. But also that their memory will come alive for their loved one again through acknowledgment of this successful planned gift.

A related, must-read post: You Had Me at Bequest by Mindy Aleman.

Conclusion

These common planned giving myths keep planned giving at the bottom, or even, falling off the end of the priority list. But it's vital to unravel the truth about these technical but rewarding forms of fundraising.

Start slow with your education and what you share with your donors, and make sure you have a professional consultant to provide advice. And remember, you can never lose by investing in stewardship and authentic connection with planned giving donors.

Fix your fundraising for success and growth: 10 must-do things

Reprinted from Future Fundraising Now

Fundraising might seem like a mass of "techniques" that you do.

That's not quite correct. There are a lot of techniques, and knowing them matters.

But what really makes the most difference for a fundraising program is a lot more basic than that. Here's a great post from Get Fully Funded that can help you get the fundraising fundamentals in place for success: 10 Keys to Help You Declare Your Independence From Mediocre Fundraising:

1. **Self-centeredness must be replaced by donor-centeredness.** Your donors don't give to fund your excellent organization. They give to make things happen. Talking about yourself is irrelevant. Talk about the action they can take -- and why they want to.
2. **The relationship is worth more than the money.** It may seem like your job is to generate revenue from donors. Your real job is to build relationships with donors. Then the revenue will really start to flow.
3. **Program goals must be set before fundraising can begin.** You owe it to your cause and your donors to know what's the right things to do and the right ways to do it. Fundraising is putting specific action in the hands of donors. Not just asking for money.
4. **Status quo in fundraising restricts growth.** Nothing stays the same, even fundraising that works well. Keep your eye on results and be ready to change strategy if revenue starts to drop.

5. **Working without a plan will never fully fund your mission.** Plan your fundraising a year in advance. Then work that plan. You can adjust if you need to. Having no plan guarantees you'll drop the ball in various ways. And you'll make yourself miserable, always behind, always running to get things done last minute.
6. **Sole-source funding is not a secure way to fund your budget.** As with almost everything else, diversify your portfolio!
7. **Power must be balanced between the Board and Executive Director to provide optimal leadership to the nonprofit.**
8. **It takes a team to reach big goals with fully funded budgets.** Small organizations often have one-person fundraising departments. That's okay if you don't plan to grow. At some point, one person will be a choke point. Hire team members as you grow. That will keep you growing. Remember, *every fundraising person is a revenue center,* not just a personnel cost.
9. **Growth depends on systems.** Know how everything should be done, put it in writing, fanatically follow your systems, and keep optimizing your systems. Without that, you will make growth impossible. And keeping people even more impossible.
10. **When donors feel good about giving, they'll usually do it again.** Do your donors know their giving makes a difference? Do they know their giving is appreciated? Do they get good service? If you focus on these things, you will always have a source of sustainable revenue.

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).

Email Your Article

Chesapeake Planned Giving Council [CPGC]
PO Box 1646 | Cockeysville, MD 21030
410-527-0780 | info@chesapeakeplannedgiving.org