

Planned Giving for Nonprofits

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Freedom
Library



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An in-process case study for the smaller org

- East Side Freedom Library
- Planned giving/Legacy Giving
- Purposes and benefits of planned giving
- Tools to help
- Implementation strategies – ESFL examples
- Your ideas and stories! Questions as we go, as well as discussion at the end



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The East Side Freedom Library

- Founded in 2013
- Mission and programs
- Initial Fundraising



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ARRIVING JULY 28

2023 NONPROFIT
FUNDRAISING CONFERENCE

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Planned Giving

- Legacy gifts are usually gifts/bequests in wills or estate documents to benefit a charity
- Nonprofits pursuing this strategy need to be thinking long-term both internally and with donors

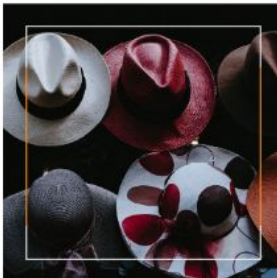


Planned Giving

[HOME](#)[ABOUT](#)[LEGACY GIFTING](#)[LEGACY STORIES](#)[PODCAST](#)[RESOURCE LIBRARY](#)[REGIONAL GROUPS](#)[PARTNER WITH US](#)

Planned Giving Essentials

This four-part eLearning track is developed for the busy nonprofit leader seeking to incorporate gift planning into the organization's fundraising approach. Comprised of some of the top-ranking sessions from our Legacy Giving at Lunch series, the Planned Giving Essentials track leads you from the very beginning concepts on how to start a planned giving program to some of the tools and tactics that most seasoned nonprofit professionals have experienced.



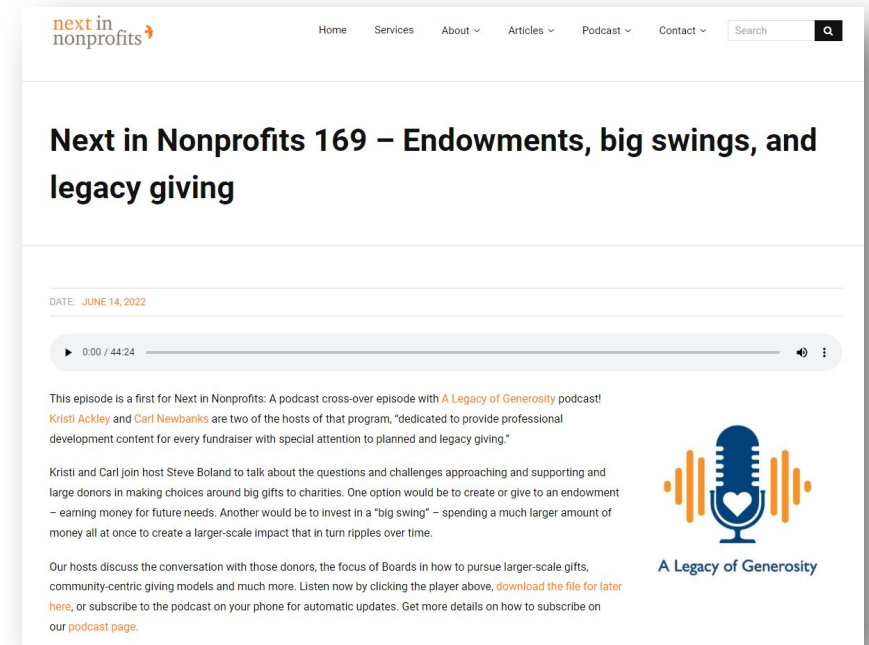
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Planned Giving

- Endowments? Unrestricted? Big Swing? What approach makes sense for your mission and your donors?



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Getting ready

- Support materials on the website
- Identifying your first donor prospects, both ability to give and culturally connected to legacy giving



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CREATE A LEGACY:
Add the gift of a donation to the Library in your will.

Including the gift of education in your will is a wonderful way to help future generations transform their lives through access to knowledge and learning through new experiences, new access to information, and new opportunities.

Your future gift to the East Side Freedom Library can have a huge impact.

Our work in community is supported by local foundations, labor organizations, and ongoing support from individual donors. These very important gifts make our work possible, but don't cover the projected future costs of maintaining our historic building as a community asset for years to come. Legacy gifts can go beyond the operating needs of a single year, and help protect and preserve the library and its collections with such things as repairing aging brickwork, updating accessibility such as improving bathrooms for a range of users, and replacing equipment. Legacy gifts can make this all possible for future users of our materials and space!


HOW TO ADD A GIFT TO ESFL TO YOUR WILL

Request a packet of information or schedule a meeting with a volunteer or staff member. A commitment letter is one way to get started, but each potential gift of this kind is unique and we will be sure to help you craft the right legacy for you.


[SEND ME INFORMATION](#)

[SCHEDULE A MEETING](#)


[Click here to see our latest Annual Report](#)



Planned giving to support the East ...
Terri Fishel



Legacy giving to support the East ...



Testimonials



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Testimonials



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Print support

- Annual reports
- Case statement
- Sample letter of commitment



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Database support

- Stewardship assignments
- Ongoing donation support
- Potential peer outreach support

Summit Hill Association/ District 16 Planning Council

Summit Hill Association/ District 16 Planning Council

Home ▾ Constituents ▾ Fundraising ▾ Activity ▾ Mailings ▾ Forms ▾ Settings ▾

All constituents List Manager Duplicates Bulk Edits

Constituents > Steve Boland

Individual details: Boland, Steve

▼ Name Information

Addressee/Label Name	Steve Boland	Salutation	Steve
Alt. addressee	--	Alt. salutation	--
First name	Steve	Last name	Boland
Employer	--	Job title	--
Birthday	N/A 📅	Nicknames	--

▼ Spouse/Partner Information

Spouse/partner name

--

▼ Related Constituents

Relationships

--

+ Add relationships

▼ MailChimp Information

MailChimp Status

Add or update stewards Steve Boland

Select all appropriate stewards for this constituent.

<input type="checkbox"/> KD Bauer	<input type="radio"/> Primary?	<input checked="" type="checkbox"/> Kathleen Conroy	<input checked="" type="radio"/> Primary?	<input checked="" type="checkbox"/> Monica Haas	<input type="radio"/> Primary?
<input type="checkbox"/> Steve Boland	<input type="radio"/> Primary?	<input type="checkbox"/> James Farnsworth	<input type="radio"/> Primary?	<input type="checkbox"/> Julie Livingstone	<input type="radio"/> Primary?

Save or Cancel

Upload a picture



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Database support

- Task support
- Automated reminders
- Recurring tasks

New task

▼ Task Information

Constituent
Boland, Steve ✎
steve@nextinnonprofits.com
ID: 944982

Task Name
Coffee meeting on legacy gift

Type
Meeting ▼

Team Member
Kathleen Conroy ▼

Send reminders?
☒

Due date
Next week ▼ ☒ recurring?

Recurring Details

Repeats: Yearly ▼ Repeats every: 1 year(s)

Starts: next week

Ends: ☒ Never
☐ on

Hours

Status
☐ Is complete?

Priority
☒ High priority

Description
Steve was talking about winning the lottery last week. Can you check in?



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Database support

- Wealth screening tools can integrate to databases
- Don't assume ability or intent just from public sources or jobs



Provided by LGL

[Webforms/Online Donations](#) · active
[Direct Email](#)
[Address Verification](#)

Third-party Integrations

Email Marketing

[MailChimp Integration](#) · active
[Constant Contact Integration](#)

Accounting

[QuickBooks Online](#)

Prospect Research

[DonorSearch](#)
[WealthEngine](#)

Analytics

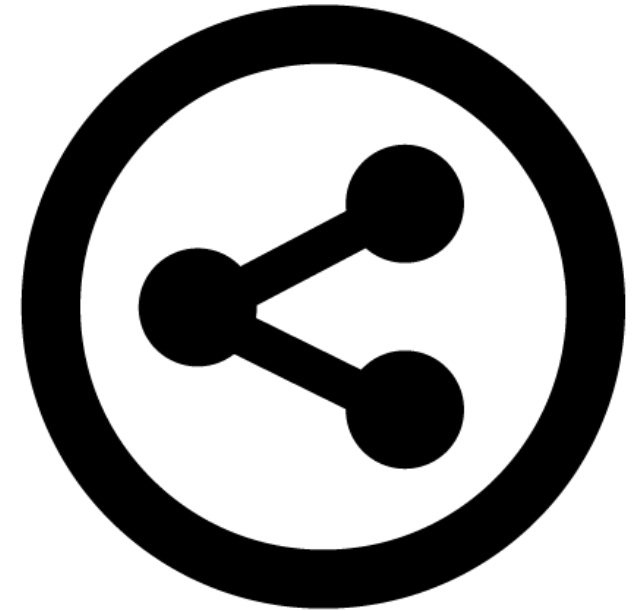
[Fundraising Report Card](#)

Specialty Services

[CourseStorm](#)
[Landscape](#)
[Civic Champs - Beta Invite](#)

Connecting people

- The first commitments are likely your closest circles (board members, founders)
- Those people can help with initial meetings with peers and other donors



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Valuing pledges


- Depends on the nature of the commitment letter
- May change over time and are often revokable, so may not be counted in long-term assets



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Client

Insights Services Industri


Posts

Home > Insign

Valuation of Long-term Pledges in an Inflationary Environment

June 30, 2023

By [Colin M. Hannifin, CPA, Business Assurance & Advisory Services Senior Manager](#)



Not-for-profit accounting insights for long-term promises to give

The rising interest rate environment has ripple effects throughout the economy, including significant impacts to the [not-for-profit](#) sector. One such impact is in the valuation of promises to give.

When a not-for-profit organization receives a long-term unconditional promise to give cash, commonly referred to as a pledge, it should report the promise to give as a contribution and a receivable at fair value. There are various methods to estimate fair value; one of the most often used is the discounted cash flow method, in which an organization calculates the present value of a future stream of cash flows.

Your ideas, questions and stories

Reach out with questions later

EastSideFreedomLibrary.org

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