WEEKLY WEBINARS

BEQUESTS. BEQUESTS. BEQUESTS.

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A GIFT THROUGH WILL OR TRUST

1. Include us in your will or trust

2. A gift that costs you nothing during your lifetime

3. NONPROFIT

- Easy to market
- Easy to give
- Easy to receive
PLANNING POINTS

• Make your bequest unrestricted or direct it to a specific purpose.
• Your assets remain in your control during your lifetime.
• You can change your mind.
DONOR PROFILE

• Any donor
• Consistent giving of any gift size
• Pay attention to single or without children
• Those who value legacy
• Those who want to make a bigger gift but can’t afford it with current assets
ELEVATOR PITCH

- A gift that costs nothing during your lifetime
- A designation in your will, and won’t affect cash flow during your lifetime.
- It’s easy to change if your situation changes.
BENEFITS/CHALLENGES

• You can promote bequests as the gift that costs a donor nothing during their lifetime.

• Bequests can be combined with lifetime gifts for immediate impact, or made “irrevocable” by signing a binding pledge if, for example, the donor wants name recognition now.

• Bequests are revocable and are not payable until death. Donors have the comfort of knowing that they can amend or revoke a charitable bequest if their circumstances or family needs change.
FOUR GENERAL TYPES

BEQUEST LANGUAGE

FOUR GENERAL TYPES
Naming [us] in your will or revocable trust proclaims your confidence that we will continue to [mission] and make a difference in the lives of future generations.
I give and devise to [ORGANIZATION NAME], located in [CITY], [STATE], the sum of

$________________________

to be used for its general support (or for the support of a specific affiliate, fund or program).
A residual bequest comes to us after your estate expenses and specific bequests are paid:

I give and devise to [ORGANIZATION NAME], located in [CITY], [STATE], all (or a percentage) of the rest, residue and remainder of my estate, both real and personal, to be used for its general support (or for the support of a specific affiliate, fund or program).
[ORGANIZATION] or its affiliates can be named as a contingent beneficiary in your will or personal trust if one or more of your specific bequests cannot be fulfilled:

If (insert name) is not living at the time of my demise, I give and devise to [ORGANIZATION NAME], located in [CITY], [STATE], the sum of

$ ______________

(or all or a percentage of the residue of my estate) to be used for its general support (or for the support of a specific affiliate, fund or program).
Question

Can bequests be part of a blended gift?
Question

Is there another word I can use instead of “bequest.” I met a prospect who did not know what it means.
TAKEAWAYS

A GIFT ANYONE CAN MAKE
This gift can be made at any age.

EASY TO MARKET, EASY TO GIVE, EASY TO RECEIVE
Costs the donor nothing during lifetime.

CAN BE MADE IRREVOCABLE
Give recognition now and sign a binding pledge.
ACTION PLAN

DATAMINE YOUR DATABASE
Probability game: consistent donors; who is single; childless; ages.

MEMORIZE YOUR ELEVATOR PITCHES
Add the pitches to as many outreach materials as possible with a link to your planned giving website.

ESTATE PLANNING TOOLKIT
Distribute an Estate Planning Toolkit. Place Bequest Language everywhere.