



#GIVINGTUESDAY

# PLANNED GIVING TOOLKIT



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*Prepared by the Development Team at 92nd Street Y.*

#GivingTuesday presents an excellent opportunity to remind your donors that, in addition to volunteering and making gifts that have an immediate impact, there are many ways to support the future of your organization.

### Gifts they might include in their estate planning include:

- A bequest in the will
- Naming your organization to receive assets remaining in a trust
- Beneficiary designations in life insurance policies/savings accounts/brokerage accounts
- Designating your organization to receive the remaining assets in retirement plans

Provide your donors with a simple one-pager to get them thinking about how they might be able to do something now that will provide your organization with funds in the future. Feel free to use the example in this toolkit.

If you have a planned giving website, encourage donors to visit by sending #GivingTuesday emails with links directly to key sections, such as the Charitable IRA Rollover or how to make a gift of stock. We've included some sample emails in this toolkit to help you get started.

You can also invite donors to speak with your staff or a qualified volunteer (such as a board member who is a trusts and estates attorney). Provide an email link to someone at your organization who can arrange a meeting.

### KEEP IN MIND...

The amount of emphasis you'll want to put on planned giving on #GivingTuesday will depend to some extent on how mature a planned giving program you have at this point. If this is something new for your organization, you will probably want to limit your efforts to directing donors' attention to giving strategies like those explained on page 2 - **Quick and Easy Ways to Support our Future.**

If you have a more fully developed program with a planned giving staff person and a website, you can use #GivingTuesday to encourage your donors to consider the full range of options.

## QUICK AND EASY WAYS TO SUPPORT OUR FUTURE

For decades [INSERT NAME OF YOUR ORGANIZATION] has benefited from the generosity of people who remembered this important organization in their estate planning. Such support is extremely important to us and is greatly appreciated. Here are four ways you might consider including a gift in your plans.

### **1. Ask your heirs to give a gift to us in your memory.**

**A few good reasons to make use of this unusual charitable planned giving strategy:**

- a) You already have your plans the way you want them and you don't want to revise your will.***
- b) Your estate will not be able to take advantage of a tax deduction for bequests to charity.***
- c) You trust your heirs to carry out your wishes even if they are not legally required to do so.***

If you are leaving most of your assets to your children, grandchildren, a few close friends, etc., you could arrange with one or more of them to donate a small portion of their inheritance to us in your memory. They would get an income tax deduction for the gift when they make it, reducing the cost to them.

### **2. Name our organization as one of the beneficiaries of whatever remains in your IRA or retirement plan.**

Most people won't need all the money in their IRA or other retirement plan. If you leave the remainder to your heirs, there will be income tax to pay, and maybe state or federal estate taxes. If you leave the remainder to us, there will be no taxes due. Changing the beneficiary of an IRA is not difficult to do. Simply request a change of beneficiary form from the company managing the plan and follow the instructions.

### **3. Arrange for the remainder in a savings or stock account to go to our organization.**

It is possible to rename a bank savings account in such a way that at your death whatever remains in the account passes automatically to us. While you are living, only you can put money in or take anything out of the account. This is a revocable arrangement, meaning you can always become the sole owner again. It is easy to do. Simply tell the bank officer than you want to rename the account as "(Your name) in trust for (organization's name)".

The terminology for a stock account future gift is a TDO, or transfer on death account. Speak with your broker and say you want to rename the account in such a way that anything in the account at your death automatically becomes the property of our organization.

#### 4. Make our organization a beneficiary of a life insurance policy you already own.

If you have life insurance you have probably named your spouse, children or other relative as the beneficiary. We are not suggesting that you change that, just that you include us as well. We're happy for whatever you choose to leave us! As with the gift from an IRA, it is a fairly simple matter to request a change of beneficiary form from the insurance company and follow the instructions.

For more information call or email us at \_\_\_\_\_ [\[INSERT CONTACT INFO\]](#)

### SAMPLE EMAILS FOR #GIVINGTUESDAY

***Feel free to copy, paste or adjust the following emails for your organization:***

**Subject Line: [Looking to the Future on #GivingTuesday](#)**

On #GivingTuesday (November 28 this year) we think about how we can help others by supporting organizations like (name of org). Let's not forget that the largest gift most people can make are via bequests from their estates. Learn more [\[INSERT LINK TO WEBSITE\]](#) about supporting our future with a bequest in your will.

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**Subject Line: [Looking to the Future on #GivingTuesday](#)**

This November 28 is #GivingTuesday 2017, the day we begin our year-end giving by making a contribution to favorite organizations like (name of organization). It is also a time to consider ways of supporting our future. Click here [\[INSERT LINK TO YOUR ORGANIZATION'S ONE-PAGER\]](#) for Quick and Easy Ways to Support Our Future on #GivingTuesday.

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***Use this email for organizations that offer the charitable gift annuity and deferred payment gift annuity.***

**Subject Line: [Looking to the Future on #GivingTuesday](#)**

This November 28 is Giving Tuesday 2017. Maximize your ability to support organizations like ours with a gift arrangement that pays you income for life! For more information, click here [\[INSERT LINK\]](#).