Making the Planned Giving Ask: Don't Over-Complicate It!

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Agenda

- Traits of Successful Askers
- Making the Appointment Call and Overcoming Objections
- Prospect Research
- The Face to Face Conversation and Objections
- Follow-Up: What Next?
- Documentation
- The Secrets

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Traits of the Successful Asker

- Believes in legacy giving
- Inspires others
- Has committed to their own gift:"Join Me"
- Knowledgeable: But knows when to say "I don't know, but I'll get the answer."
- Prospect's peer or friend
- Listens more than talks and is respectful of the prospect
- Uses Stories/Testimonials to make key points
- Goes with a partner when it makes sense
- Is Opportunistic: Ears Always Up

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Making the Appointment Call

- **Ask today-don't delay – "Just Do It!"**
- **Fears and Challenges**
  The worst that can happen is they say "no"
  Remember this is a social exchange with a friend about a cause you care about
- **Dial and smile: your attitude is contagious**
- **Energize, Excite, Inspire**
  Believe in the cause
  A positive and enthusiastic tone will inspire

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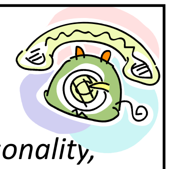
The Appointment Conversation



- *The conversation has to be in your own words. Your personality, what you feel comfortable with. <u>Key Point: Do not go into detail on the phone – focus only on securing the appointment.</u>*
- **Suggested conversation:**

  Hello (prospect name)

  Engage in personal chit chat

  I'd like an opportunity to get together with you for (lunch, coffee) to tell you all about this exciting Legacy program I'm involved with.. Suggest date, day, time
- **Plan the meeting:**

  Meet where prospect feels comfortable.

  Enthusiastically thank them for their time and support and follow up with a personal note to confirm the visit.

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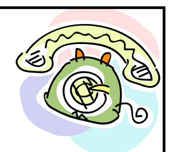
Overcoming Objections



- *Listen to their concerns respectfully-do not debate.*

  Possible objections and answers:

  "I read about the endowment effort in the paper, I already know about it."
  "That's great. Then let's get together so I can hear what you think of what we're doing. I would love to get your input."

"I need to talk it over with my spouse."
"By all means, I would love for him/her to join us."

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Know the Prospect

- Develop as much information about the prospect's background, family, community involvement, and personal interests as possible/reasonable.
- Try to gauge how much they know about legacy giving and be ready to tailor your conversation accordingly
- Caution-Don't let the research delay you in having the conversation!!!!!

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Prepare for The Conversation

- **Have a Plan: Develop an Agenda, Reinforce Theme/Takeaways, Try to Infect Prospect with Your Passion, Invite them to Join You**
- **Understand the vision:**

  Ensure that we have the resources to meet whatever challenges tomorrow may hold
- **Be prepared with case statements, giving options, etc.**
- **Be ready to listen for "buying signals"**

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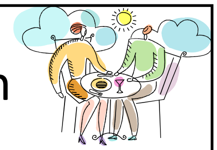
The Face to Face Conversation



- **Smile and Relax. Thank the Prospect.**
- **Ask the right questions, LISTEN and ask more questions:**
  Rule of Thumb: Asker speaks 30%, Prospect speaks 70%

  How did you first become involved in our charity?

  What gets you the most excited?

  What causes do you support annually?

  Why do you give?

  Can you identify the most important program the community provides or a need not currently met by our organizations?

  How do you see our community in the next 100 years?

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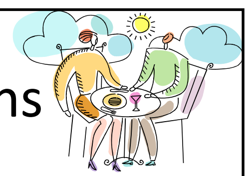
Overcoming Objections



- If the donor says “no”, probe for reasons and be prepared to respectfully discuss objections, do not engage in debate.
- Be honest; if you don’t have an answer, say so and get back to the prospect with an answer as soon as possible.

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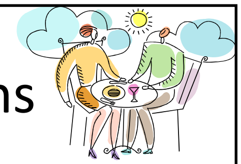
Overcoming Objections



- Possible Objections and Answers:

"The economy is so bad, I can't even think about this."

The economy is a real issue and I understand. It's actually why I am committed to this project. I feel that by leaving a bequest to our charity, I have helped ensure that the next time the economy is in a downturn, there will be money there to help.

"I'm leaving it all to my kids."

It's important to take care of our children. I hope you'll consider that our community/charity is like one of your children, it has depended on your support for many years, and continues to need you. Would you consider a percentage, like 5% of your estate without significantly affecting what your children receive?

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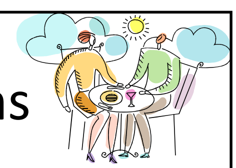
Overcoming Objections



- Possible Objections and Answers:

"I'm not a wealthy person, I can't do this."

That's actually the beauty of this initiative, because a legacy gift comes from the assets in your estate, rather than current income, it allows everyone to be a philanthropist in ways they might not be able today.

"I'm giving now, I don't see a need to give later."

The gifts you give now are so integral to what the community/charity is doing and I would like to thank you. The reason we would like you to think about a legacy gift is that endowment monies help ensure that our organization(s) will have the financial stability to not only exist but thrive in the future.

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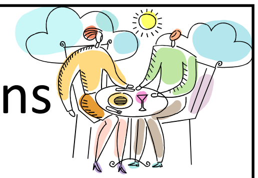
Overcoming Objections



- **Remember, "no" may not be a final answer.**

  Legacy giving can sometimes be a lengthy process. In many cases we are simply creating "shelf space" for future legacy consideration. Persistence often yields results.

- **Objections may be buying signals.**

  No may mean "tell me more", "I need to think about it", or "I need to know how I can do this"

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Follow Up: What's Next?

- When the prospect says "yes", talk about follow through (e.g., documentation/notes as appropriate)
- Direct questions about making the gift with the help of professionals, whether that is an estate attorney, financial advisor or staff.
- Thank the prospect no matter the outcome of the visit.

  Key Point: Remember, appropriate thanks for a gift is the start of the next gift!

- Send any appropriate giving materials with a short, handwritten note and keep in touch with news about shared interests.

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Documentation

- Make notes immediately following the meeting while the information is still fresh.
- Good record keeping now will ensure good stewardship later and enable the celebration of your successes.

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The Secrets

- Make Your Own Commitment
- Be Positive
- Know Your Cause
- Call Your Best Prospects First
- Research Your Prospects Carefully
- Listen to the Prospect: Try Asking Questions 30% of the Time allowing the Prospect to Speak 70% of the Time
- Ask for the Commitment By Inviting Them to Join You
- No…is only the first answer
- Always Thank the Prospect..especially when turned down.
- Good Record Keeping Is Key

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