



RON SCHILLER
FOUNDING PARTNER

ASPEN • LEADERSHIP • GROUP

THE SAVED GIFT

20TH ANNUAL SUMMER FORUM
PLANNED GIVING ROUNDTABLE
OF ARIZONA

JUNE 2014



THE FINAL WILL

The only will that matters



COUNTING BEQUEST INTENTIONS

Standards

2008 CASE standards

Twenty years ago – rare

Ten years ago – mounting pressure

Today – almost always counted



CURRENT PRACTICE

**“If a donor is aged 65 or above,
bequests will be counted at full value if
written documentation is provided.
Partial credit possible with minimum age
45.”**

**“If the donor will reach 50 years of age
on or before the last day of the
campaign, the amount specified in the
will shall be counted.”**



CURRENT PRACTICE

**“Bequest intentions will be counted at
face value if the college is the direct
beneficiary.”**



MEASURING PERFORMANCE

Chief Development Officers

Campaign Chairs

PRESIDENTS



COMPETITION

Past campaigns

Peer campaigns

The bigger number wins

Two universities, same city, 1B each?



PRESENT VALUE

1M cash = 1M

1M paid over 5 years at 8% discount rate

A

PRESENT VALUE

1M cash = 1M

**1M paid over 5 years at 8% discount rate
= \$680,000**

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PRESENT VALUE

1M cash = 1M

**1M paid over 5 years at 8% discount rate
= \$680K**

**1M bequest expectancy from a 46-year-
old who will turn 50 before the end of
the campaign**

A

PRESENT VALUE

1M cash = 1M

**1M paid over 5 years at 8% discount rate
= \$680K**

**1M bequest expectancy from a 46-year-
old who will turn 50 before the end of
the campaign = \$58,000**

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WHAT'S IN THE PUNCH BOWL?

1M in face value from a 65-year-old donor doesn't buy bricks and mortar today (and is worth only \$215,000 present value)

Dismissed as Pessimistic, Ungrateful



NOT MY PROBLEM

Average tenure of nonprofit president/CEO 11.4 years; college and university president 8.5 years

CDO tenure even shorter

Major gift officer shorter still



STEWARDSHIP PLAN

5 years, 10 years, or 50 years

Institutional memory

Donor memory

Lots of things change



CREDIT

Scenario

Who gets credit, promotion, raise?



LOOKING FORWARD

Present value?

Long-term stewardship?

Incentivize SAVED GIFTS



THE SAVED GIFT

Q&A

DISCUSSION

