FREEWILL PARTNER TRAINING

Planned Giving Stewardship (105)

Planned Giving Certificate

Our optional certificate program is offered to FreeWill partners at no cost

Complete these requirements to receive a Certificate of Completion and an invitation to add the accomplishment to your LinkedIn profile

- Planned Giving Basics (101)
- Planned Giving Marketing (102)
- Planned Giving Conversations (103)
- Planned Giving Solutions (104)
- Planned Giving Stewardship (105)
- Final online quiz

Eligible for 5.0 CFRE continuing education credits

Agenda

01 Why good stewardship is essential for planned giving

02 Creating & sustaining a legacy society

03 The basics of creating a stewardship plan

04 Let’s talk about anonymous donors

05 How the FreeWill platform supports planned giving stewardship

06 Resources & next steps

Reminder:
This is a starting point.

FreeWill works with partners of all sizes

- Some of you have sophisticated stewardship plans already in place
- Others are creating a stewardship program for the first time

Today's course is meant to be introductory

Reminder:
It’s okay to start small. Just start.

Prioritize activities that will have the biggest positive impact on your donors – and only those activities you can consistently deliver on as a team

- ➔ Over-committing yourself and failing to deliver impresses no one
- ➔ Do what you can now, and build on that in the future

01 Why good stewardship is essential for planned giving

What is stewardship?

Stewardship is the relationship-building process that begins after a donor makes a gift or commitment

At its most effective, it is a thoughtful relationship with your best friends

- **Acknowledging the commitment** to express gratitude and ensure it will be used as they wish
- **Engaging & recognizing the donor** to keep them close and cement the gift in their plan

While smart gift stewardship is sometimes short and may morph into cultivation of the next gift, stewarding a planned gift commitment is **a lifelong process**:

- You may need to steward the commitment for years, or even decades
- Your plans must be deliverable and sustainable over the long-term

Why is stewardship so important?

Many planned gifts are revocable

They can be changed by donor at any time before the estate is realized

Thoughtful stewardship helps ensure you remain in the donor's plan for life

You have competition

Active donors:

- Support 6-8+ charities annually
- Consider 4 for a legacy gift
- Include just 1 or 2 in their estate plan

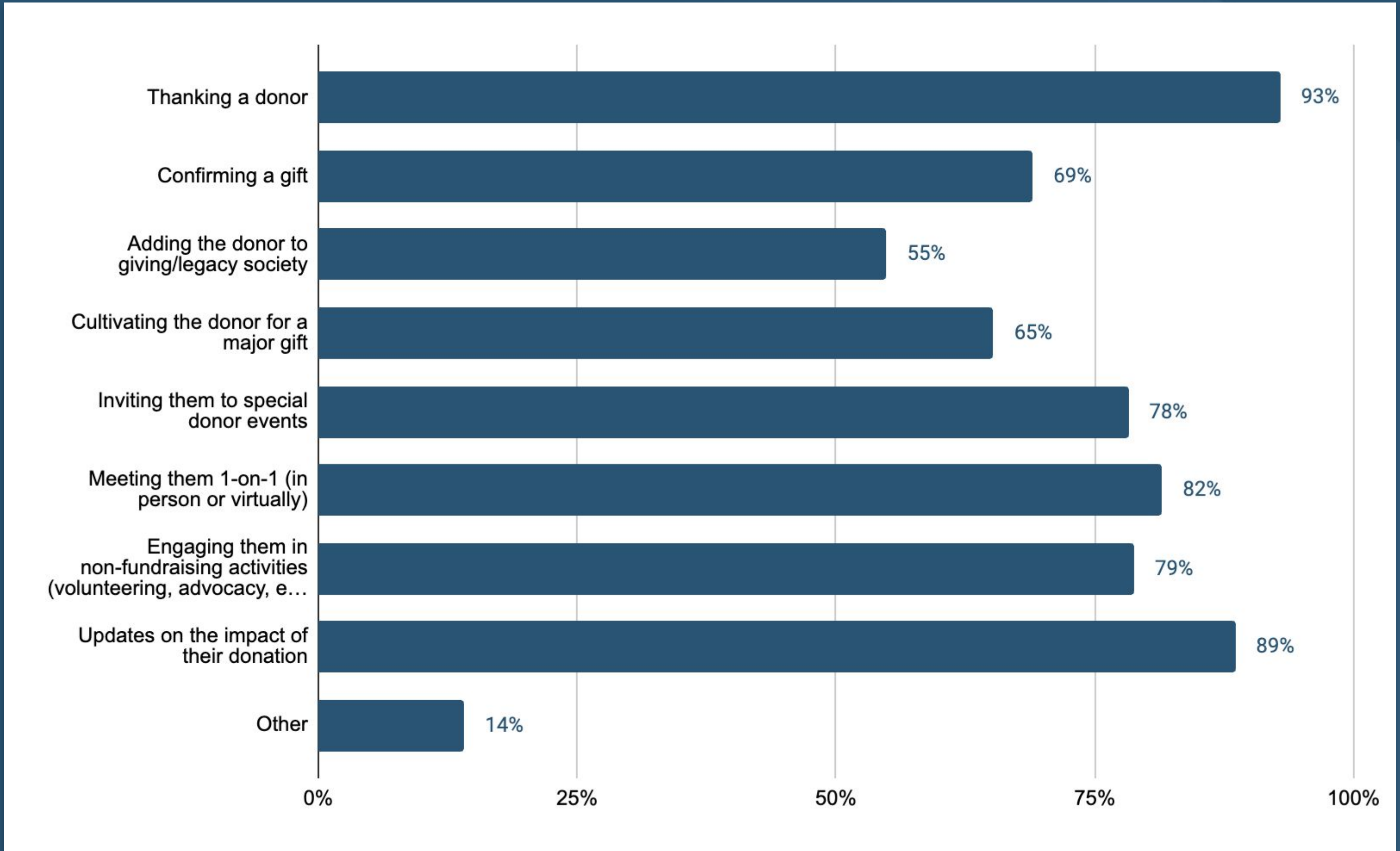
It makes donors feel connected and appreciated, so they feel good about giving to you

Why is stewardship so important?

Beyond acknowledging the donor's support, it:

- Builds lifelong relationships
- Could lead to your "promotion" from contingent to primary beneficiary over time
- Could result in a larger specific gift or higher percentage of the estate in the long run
- Builds a community of like-minded people

How do you define stewardship?



What are the challenges?

It’s a lifelong process

Depending on the donor’s age when they make/disclose the commitment, you may need to steward a gift for years, even decades

You may secure the commitment, but the likelihood is low you’ll be the one to see it through to the end – you must set up your successor colleagues for success

Difficulty securing donor contact information

The majority of donors who include a charitable gift in their estate plan do not disclose it to the charity

(more on this later)

What are the challenges?

Lack of organizational support for stewardship

Some nonprofit teams don’t understand the value of stewardship, and may not dedicated organizational focus or budget dollars for this work

Unclear ownership of stewardship responsibility

83% of nonprofits report that “not enough time or staff” is a barrier to successful stewardship

In addition, 9% say they’re not sure who should be responsible for stewardship work

No formal stewardship plan

Without a road map, it’s likely unclear where you should focus your effort

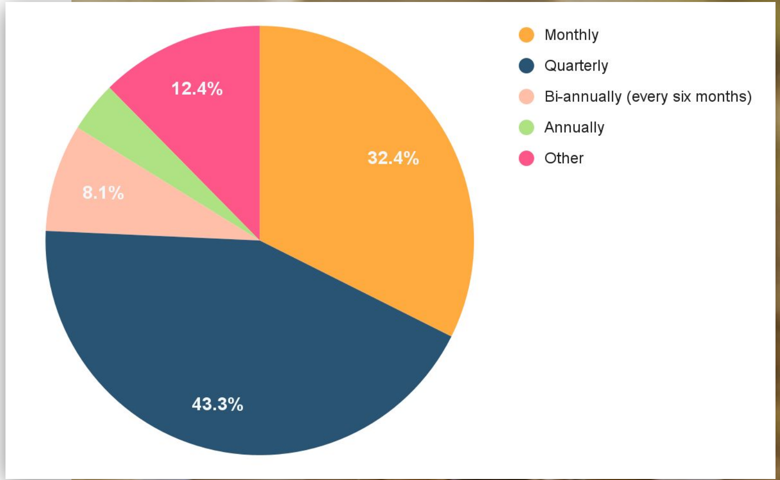
Donor experiences may be inconsistent – and you may not stay in touch as faithfully as you should

General stewardship best practices

When a new gift intention is disclosed:

- Acknowledge their commitment in a *personalized* thank you message (could include a small gift)
- Invite them to join your legacy society, if you have one; ensure they know the benefits of membership
- Encourage the next loyalty loop, e.g. opportunities to volunteer and get closer to the mission
- Invite them to share their donor story
- Stay in touch throughout the year
    - Send your general communications, especially newsletters and reports
    - Honor the donor’s communication preferences
    - Send special legacy donor communications & invitations to receptions/events

What frequency of communication do you find most effective for stewardship?



General stewardship best practices

- Have conversations with the donor about what they want to accomplish with this gift
  - "What legacy do you hope to leave?"
  - "How would you like to see your gift used?" (and is that feasible if not funded until decades from now?)
  - "There are so many worthy causes – why did you choose to give to us?"

Use contact reports to capture as many details of your conversations as you can, especially details (if any) of how they'd like their gift to be used

Store these notes/documentation securely

Optional special touches

Scatter in personal touches:

- “Thinking of you” notes
    - Messaging shouldn’t be one-size-fits-all
    - [Donor Insights can help]
- Cards on holidays or special occasions
    - Try using a QR code that directs to a gratitude video
- Annual and/or Impact Reports
- In-person engagement: tours, visits, curated experiences
- Access to leadership
- Periodic requests to reconfirm their gift intention and any reported details of the commitment for your records

An important question:

Do you need a legacy society to do planned giving stewardship well?

No, but it can help!

02 Creating & sustaining a legacy society

What is a legacy society?

A membership association (club) for people who have:

1. Included a gift to your nonprofit in their estate plan
2. Funded a life income gift with your organization

A legacy society can be a powerful tool for improving donor recognition and stewardship

It can also be leveraged in your planned gift marketing

Benefits of having a society include:

- Creates a sense of belonging
- Offers opportunities to demonstrate your appreciation
- Facilitates more personal relationships which can cement the bequest gift in the donor's plan
- Aids in your marketing by creating incentive to join and encouraging others to follow their peers' example

Steps to create a legacy society

Choose a compelling name – something associated with your nonprofit that your planned giving donors can relate to:

- Notable person
- Important date
- Well-known landmark
- Inspirational word or phrase

Create branding:

- Logo
- Colors
- Tagline
- Language

Join NOW's Visionary Circle

Members of NOW's Visionary Circle consist of dedicated supporters who have included NOW or the NOW Foundation in their estate plans as a lasting legacy to achieving equal rights for women and girls. Our Visionary Circle is designed to honor and recognize individuals who make this special commitment. If you have included NOW in your estate plans, informing us of those plans enables us to properly express our gratitude.

SMOKEFREE AIR SOCIETY

ANR AMERICANS FOR NONSMOKERS' RIGHTS 45 YEARS

The Pet Protectors Society®

We encourage pet lovers who have made a legacy gift to North Shore Animal League America to let us know so that we can formally welcome them into the Pet Protectors Society®.

The Pet Protectors Society

ADELPHI UNIVERSITY NEW YORK **Forever Gold Society**

Mary McLeod Bethune Legacy Society

Steps to create a legacy society

Identify membership benefits (ideas below):

- Welcome gift/letter
- Invitations to events
- Discounts on merchandise
- Complimentary subscriptions
- Donor recognition wall
- Private tours
- Exclusive events
- Feeling good about making a difference*

*** The most common reason people name for including charity in their estate plan is… *it's the right thing to do***

Many don't want special treatment or crave the limelight – some may abhor public recognition

Gifts/tchotchkes are not needed and in some cases [may do more harm than good]

Steps to create a legacy society

Design collateral materials:

- Membership brochure
- Letterhead
- Cards
- Envelopes

Talk about your legacy society on your website or microsite, perhaps creating a dedicated web page:

- What the legacy society is
- How to join
- Types of planned gifts
- Benefits of membership
- Donor testimonial(s)

Steps to create a legacy society

Survey existing donors to learn:

- Who has already included you in their plan
- Who would consider making a gift, now or in the future

Ask questions that reveal:

1. Capacity
2. Inclination
3. Motivation

Prepare to ask your most loyal annual donors to join the legacy society

A note on inclusivity

Will you *require* any of the following for membership?

- Written confirmation of their gift intention
- Documented gift intent form
- Irrevocable gift commitment
- Minimum gift amount threshold
- Minimum age threshold

Inclusivity is more welcoming, especially if:

- You're in the early stages of getting your legacy society up and running
- Your goal is to grow legacy society membership

Counting a revocable deferred gift, even from a younger donor, tells the donor you value their gift because of its intent and its future cash value

The work of documenting and stewarding a gift can only begin if you acknowledge their commitment!

A note on timing

When it comes to stewardship, timing matters

Outreach should:

- Begin right away
- Continue gently and consistently

Gift confirmation – especially completion a formal Gift Intent Form – doesn't need to happen right away

- If requested too soon or in the wrong way, it can actually come off as aggressive or intrusive
- Spend some time on stewardship first to build trust
- Be thoughtful about when and how you ask

Should I solicit my legacy society?

Yes! Stewardship should absolutely include other opportunities to give, like:

- To the annual fund
- Via online giving
- To specific campaigns
- For special occasions

If you choose to exclude new legacy donors from appeals initially, don't exclude them forever

Studies show that donors who make bequest commitments increase their annual giving by an average of 75%

Collect legacy donor stories

Storytelling is central to the human experience, sharing information in a way that creates an emotional connection

Telling a donor's story is great stewardship – and their testimonial may inspire others to follow their example

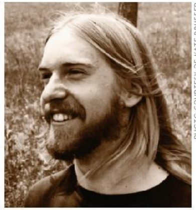
Uses cases for legacy donor testimonials include:

- Planned giving microsite/Legacy Society web page
- Annual reports
- Social media
- Newsletter or magazine articles
- Planned gift marketing emails & print campaigns
- Events or volunteer meetings

You may want to test different formats:

- Written article or interview
- Photo & caption
- Authentic video testimonial (quick tips here)

Many of us daydream about spending our days outside. Some of us chose professions that allow us to help other people. Kent Pruefer found a way to do both as an engineering technician focused on floodplain management—a profession he chose so he could help preserve nature and provide assistance to homeowners.



Kent Pruefer in his 20's during his "yogi years."

As a young man, Kent studied engineering and psychology at Virginia Tech and George Mason Universities. A sensitive soul and humble "student of life," Kent explored countless interests throughout his life, including meditation and yoga, reading, skydiving, graphic arts, astronomy, and aeronautics. His younger sister Kate recalls him teaching the neighborhood children about the stars and running down the street in a homemade glider. "He was an artist, a philosopher, an engineer—sort of a Renaissance Man," said Kate. "But he was completely in love with all things natural."

Kent retired in 2013 after 26 years in the Fairfax County government, having served as a surveyor's assistant with the Park Authority and an engineering technician at the Department of Public Works and Environmental Services (previously the Department of Environmental Management). In 1997, he was named the Virginia Department of Environmental Management's Employee of the Year. Deeply appreciated by his colleagues, he was recognized as someone who enjoyed helping others. In retirement, he enjoyed the outdoors at a property he owned in West Virginia.

"Kent's greatest love and solace was nature. He found happiness there," said Kate. As children, long hikes with her brother in the Blue Ridge Mountains brought them close. "The environment was important to his everyday life, so it's fitting that he chose to make a gift to CBF as part of his legacy."

Upon his death in 2017, Kent left his home in Fairfax, Virginia, to CBF as a part of his legacy. A gift of appreciated real property can make an enormous impact on CBF's programs and restoration work. We are humbled by and appreciative of the generous gift from a man who loved the natural world, and we look forward to protecting it in his honor.

Other questions to consider

When and how will we solicit legacy society members?

On which occasions will you send personal cards?

On what cadence will you reach out with a “thinking of you” note?

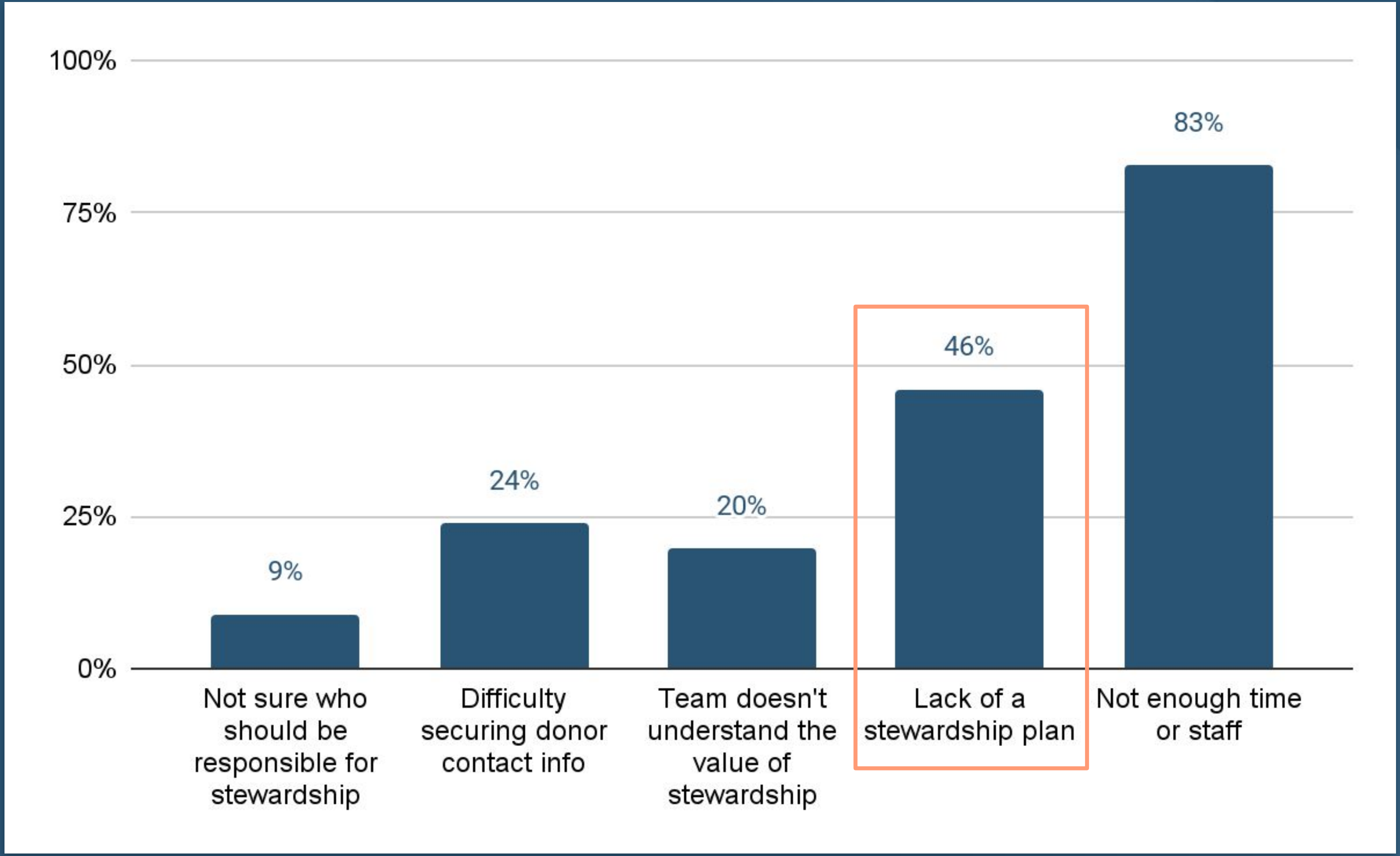
Where will you publish your legacy society member list? Publications? Website? Annual Report?

Will members be listed in perpetuity, or will they roll off at the end of the fiscal year in which they pass away?

Who will own responsibility for planning special stewardship communications and events?

These questions hint at the very real need for a formalized Stewardship Plan!

What is a barrier to successful stewardship at your organization?



03 The basics of creating a stewardship plan

What is a stewardship plan?

There are many potential touchpoints to engage donors and keep your mission on their minds

Having a roadmap helps – esp. as you grow beyond the ability to reach out personally to every donor

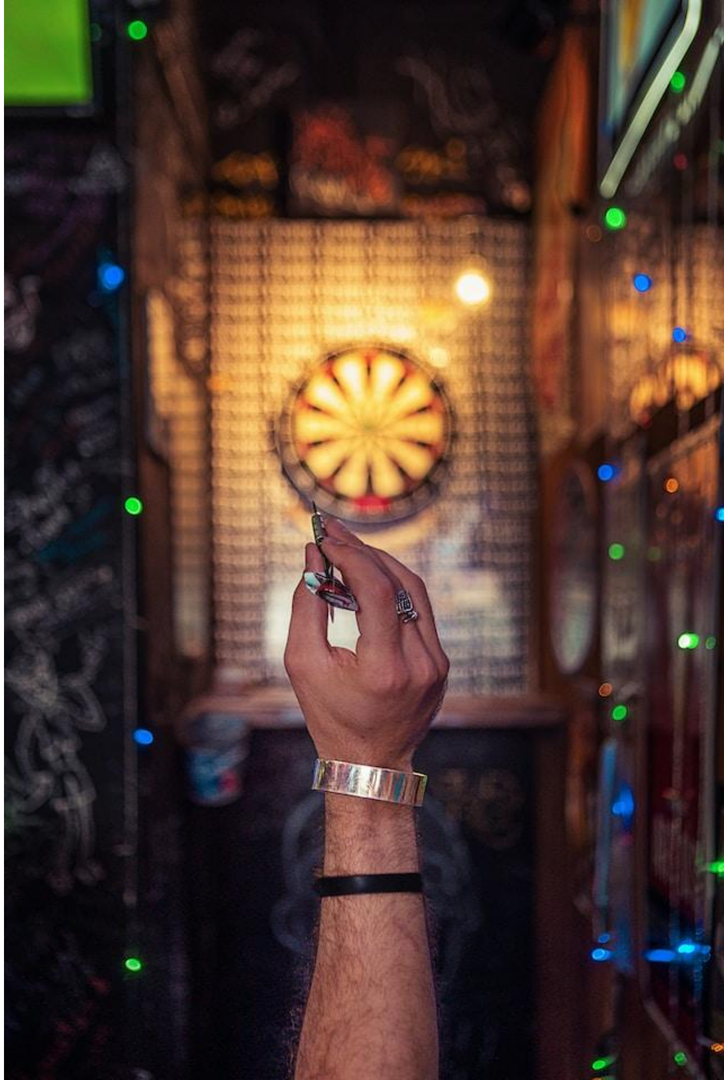
Your plan is a playbook that systematizes the process

- Leverages available resources and existing touchpoints to guide the donor journey
- Must be deliverable and sustainable, but doesn't have to be expensive
- Should include elements specific to planned giving, but doesn't have to live in a silo or look entirely different from other donor stewardship

Objectives of a stewardship plan

A stewardship plan:

- Documents your ideal donor experience: how many communications, what channels, etc.
- Ensures consistency across the donor experience
- Ensures regular communications are sent and appreciation expressed
- Takes the guesswork out of keeping your donors connected
- Boosts efficiency – knowing when & where to focus your efforts saves time and energy
- Help donors feel connected, so their gift commitment remains in their plan for life



Creating your stewardship plan

1. Form a stewardship planning team of key individuals whose roles directly touch the donor journey
2. Consider surveying legacy donors/prospects about what stewardship is most meaningful
3. Identify or develop stewardship, engagement, and recognition opportunities that are both meaningful *and* deliverable
4. Outline a communication & stewardship matrix to capture what will be shared with legacy donors, and how/when/how often it will be shared

FREEWILL

DONOR STEWARDSHIP MATRIX

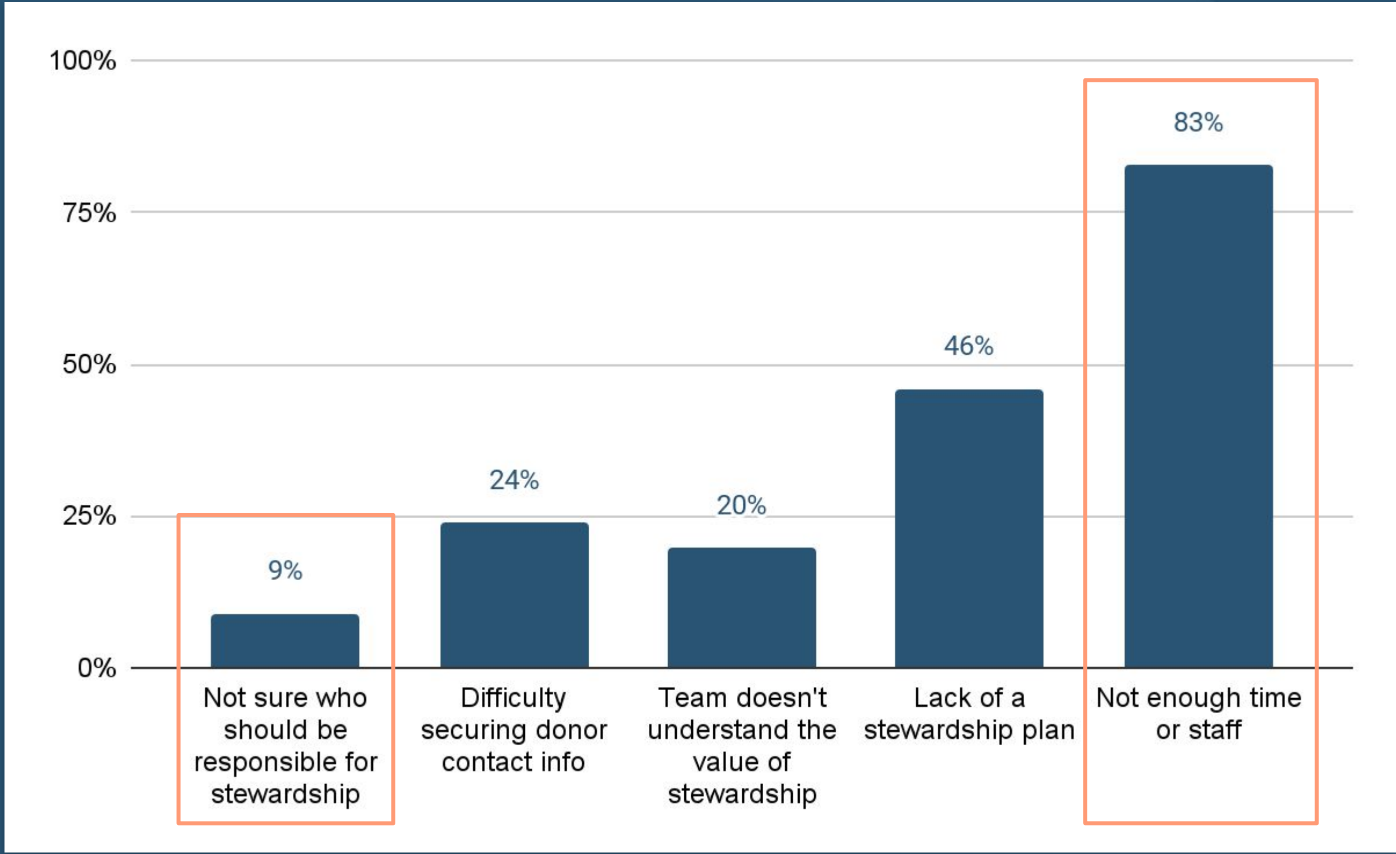
	Communication type	Timeline	One-time/ Recurring	New donors	Loyal donors	Major Donors	Planned Giving Donors
Acknowledgment	Thank you email or call	Within 24 Hours		✓	✓	✓	✓
	Thank you call from director	Within 48Hours				✓	
	Welcome letter	First week		✓			
Recognition	Annual donor lunch invite	Annually			✓	✓	✓
	Annual report listing	Annually				✓	✓
	Legacy society invitation	First month					✓
	Donor highlight in newsletter	Annually				✓	
Reporting	Video update of impact	Quarterly		✓	✓	✓	✓
	Impact report	Quarterly		✓	✓	✓	✓
	Update on gift use	Twice a year				✓	
Ongoing engagement	Volunteer opportunity	Quarterly		✓	✓	✓	✓
	Donor survey	Quarterly		✓	✓	✓	✓
	Holiday cards	November		✓	✓	✓	✓
	Donor summaries for taxes	Annually		✓	✓	✓	✓
	Gala invitation	Annually				✓	✓
	Donor anniversary	Annually		✓	✓	✓	✓
	Donor stories	Quarterly		✓	✓	✓	✓

You’ll need the right tools

In addition to your plan, you’ll need:

- Clearly defined ownership for the development and execution of stewardship activities

What is a barrier to successful stewardship at your organization?



You’ll need the right tools

In addition to your plan, you’ll need:

- Clearly defined ownership for the development and execution of stewardship activities
    - Can you advocate for stewardship staffing?
- Ability to honor communication preferences
- A process to regularly evaluate your stewardship plan, update your legacy society member list, and suggest improvements
- Data management to track individual donor engagement and report on key metrics over time
- Ability to include planned gift revenue info in your financial reports – to make the impact more visible to your donor base, leadership, and Board

You have a plan in place – now what?

- Implement the plan!
- Evaluate the effectiveness of your plan regularly
- Iterate as your program/staffing/budget grow and you learn what resonates with your community – stewardship programs should be dynamic
- Review your donor list at least annually to ensure the right people are benefiting from your efforts
- Audit your technology: Does it support your improved stewardship process, workflow, and data collection? Slow your team down? Create unnecessary pain points? Note these opportunities and address them over time
- Explore available tools to inform and manage your stewardship efforts
- Work with vendors that support your ongoing planned gift cultivation and stewardship efforts

04 Let’s talk about anonymous donors

Anonymity is the donor's prerogative

Donors always have the option to keep their planned gift commitments private

This is true no matter how they create their plan

One study showed that a minority of bequest givers (36%) typically alert nonprofits of their intentions

→ For FreeWill, that number is around 70%!

80% of those who don't disclose say it's a privacy issue (details of their wills are their own business)

Other reasons given:

- Might change their mind & don't want to renege on a promise (34%)
- Don't want to be "pestered" with mail/calls (26%)
- Don't want to be asked for more gifts (25%)
- Don't want special treatment (24%)
- Fear the nonprofit will share/sell their info (19%)

What can help?

Studies show anonymous donors would be more inclined to notify a nonprofit of a gift intention if they:

- Were assured that they can change their minds (53%)
- Knew you would not share the information (34%)
- Could arrange not to be contacted by your nonprofit, if they prefer (32%)
- Were told that knowing about the gift helps your nonprofit plan for the future or ensure the correct allocation of the funds (21%)
- Would get access to insider information (15%)

What can help?

Make it clear you'll hold personal information in the strictest of confidence

Allow people to customize how (and how often) they receive information from you

Explain they can remain publicly anonymous even if they disclose the gift intention to you

American Red Cross
Legacy Society

- The satisfaction of making a gift that will ensure the humanitarian work of the Red Cross for future generations.
- The opportunity, if you agree, for your gift to be publicly recognized.
- The option, if you prefer, to give anonymously.
- A Legacy Society pin given only to those supporters who have remembered the American Red Cross in their will or estate plan.

Hold space in your legacy society donor list to acknowledge the donors who've chosen to remain anonymous

Remember: If they're not giving you their name, they're giving you their answer!

Opting in to sharing

Supporting nonprofits

Will you make the work of nonprofits easier by letting them know who you are?*

Anonymous gifts may be less helpful to nonprofits because they often cannot be included in planned giving goals.

Sure, let them know

No, I do not consent

Help: Will you make the work of nonprofits easier by letting them know who you are?

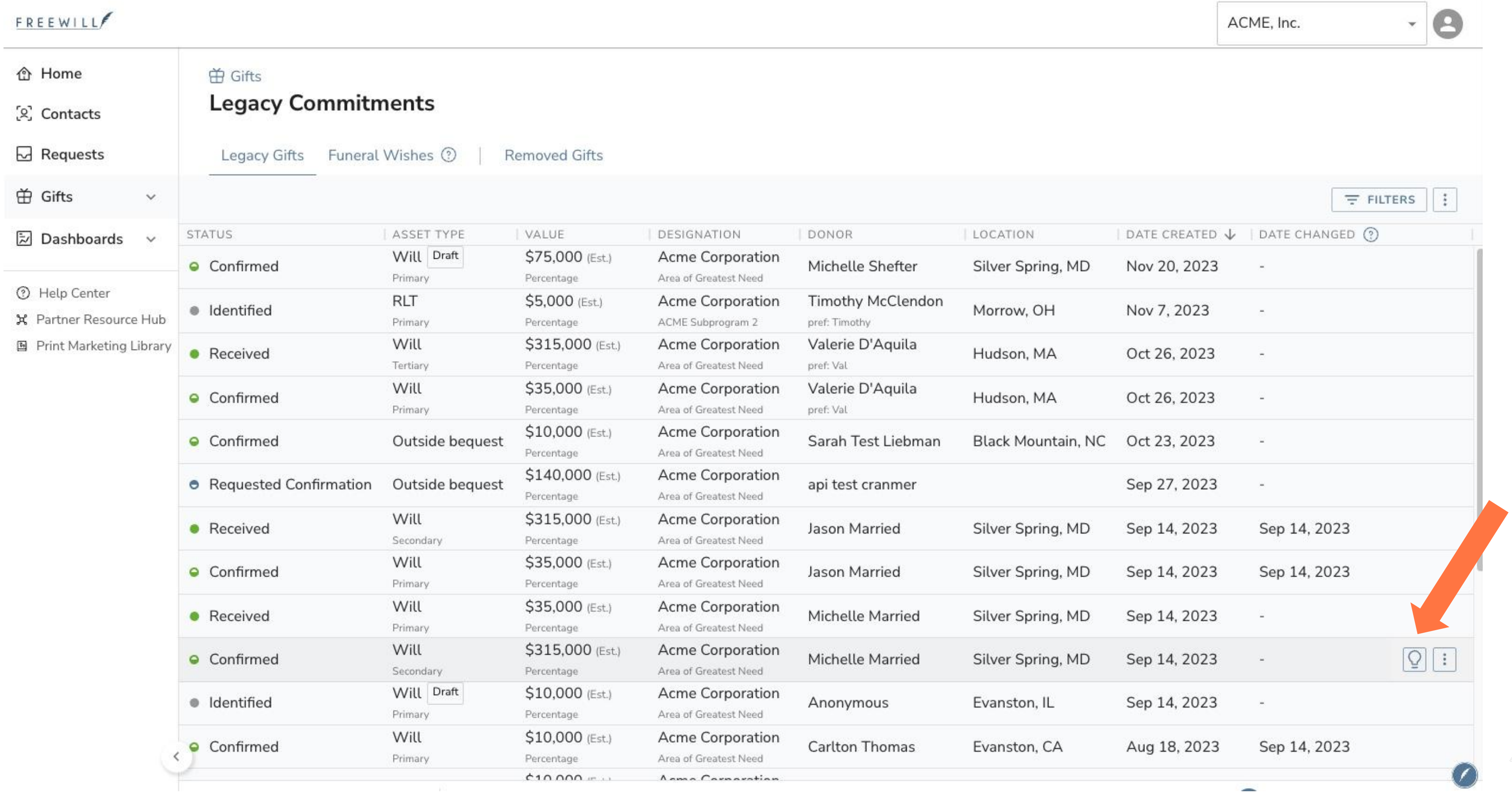
Your privacy is extremely important to us. We may share anonymized details about your charitable wishes with the nominated charities and their affiliates. However, opting-in to share your name, email, phone number, home address, birth date, and donation amount also allows these organizations to thank you and have a confidential and non-binding record of your generosity.

Unless you've nominated a specific designation during this process, your gift will, by default, go to the area of most need. If there is an area of impact most meaningful to you, your chosen charity would want to ensure your wishes are fulfilled to most endure your legacy.

Remember, you can always change your mind about the gift. Feel free to also regulate with the charity regarding the level of contact and engagement that you'd like to have with them. If you left a message alongside your bequest, this message will always show to the nonprofit you are donating to.

05 How the FreeWill platform supports planned gift stewardship

Use donor insights to prioritize & customize



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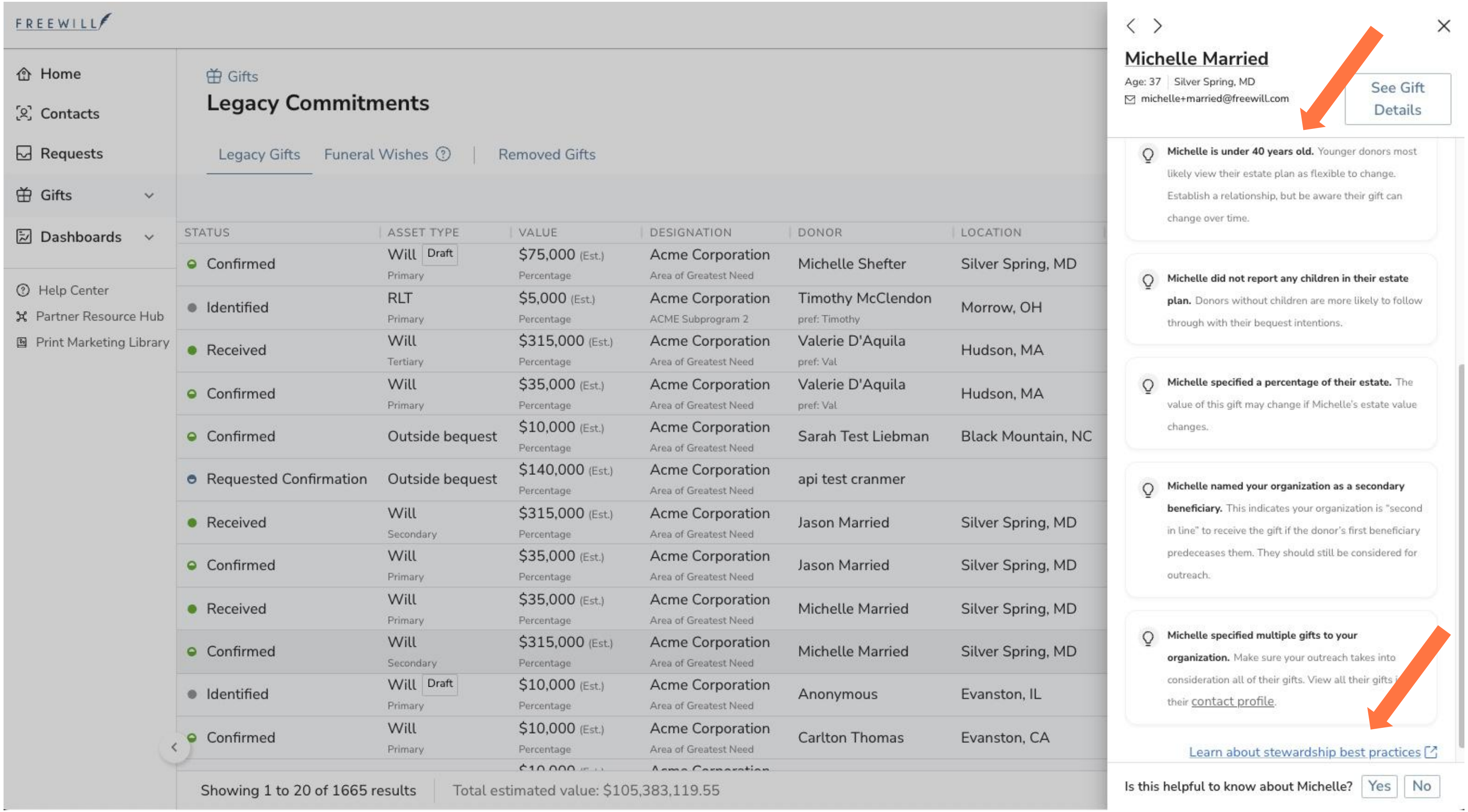
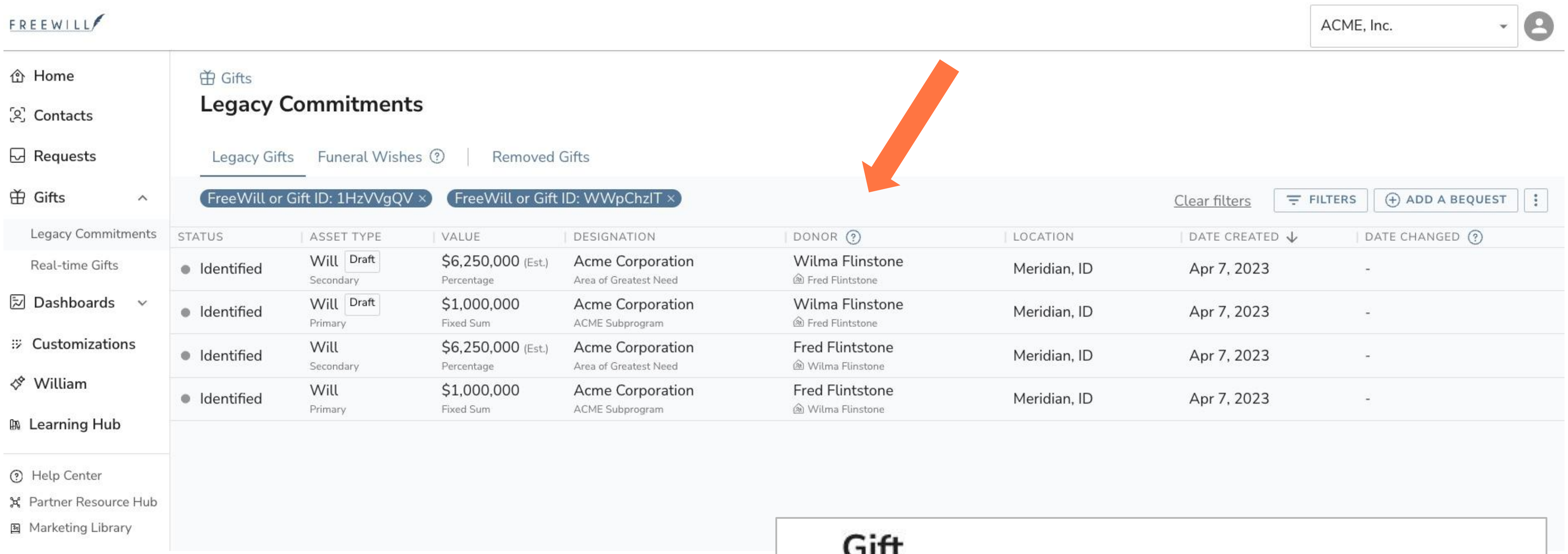
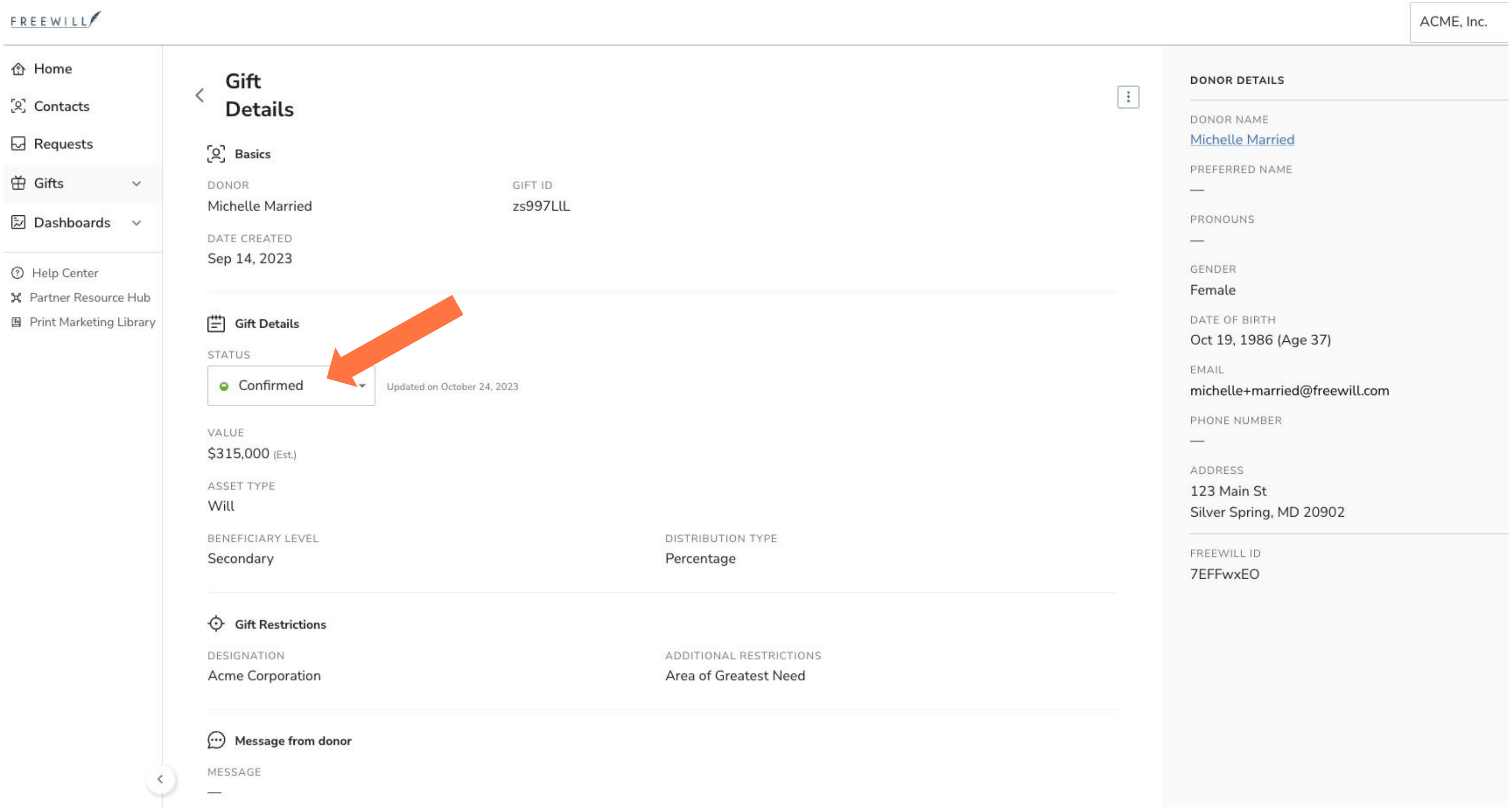


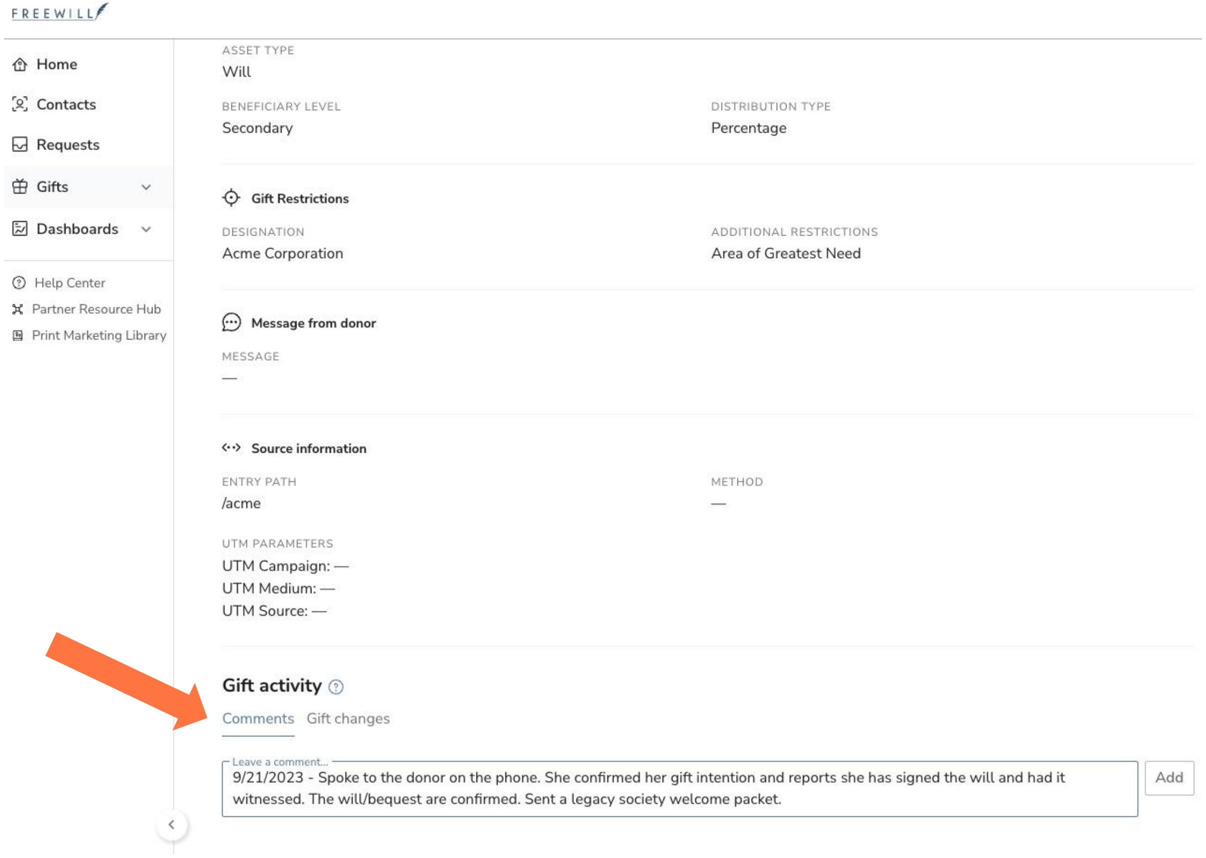
Be aware of mirror wills



Keep gift status current



Track stewardship in gift activity

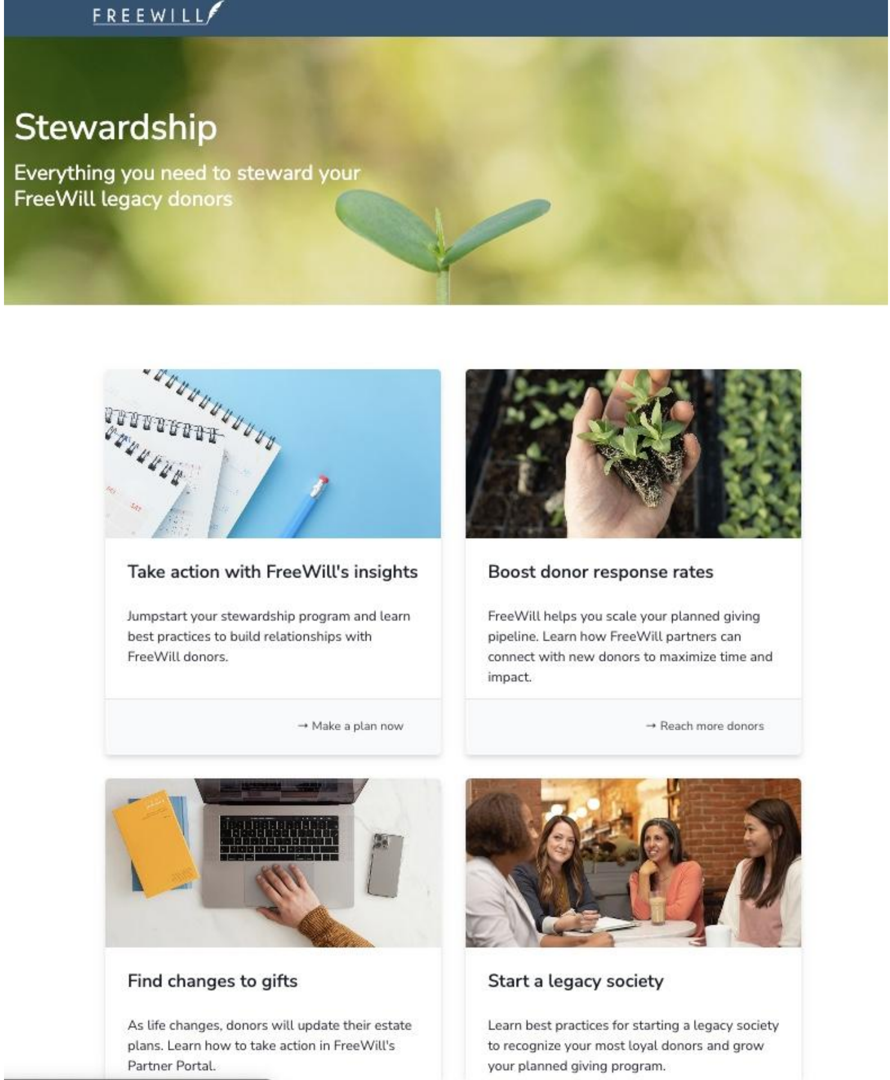


Stewardship Hub

Our Stewardship Hub centralizes articles, templates, and other resources to guide your planned gift stewardship efforts

- Email templates
- Call scripts
- Identifying & confirming changes to planned gift commitments made via FreeWill
- What to do when a donor passes away
- ...and much more

Find this in the Partner Resource Hub (accessible from Portal)



A note on Gift Intent Forms

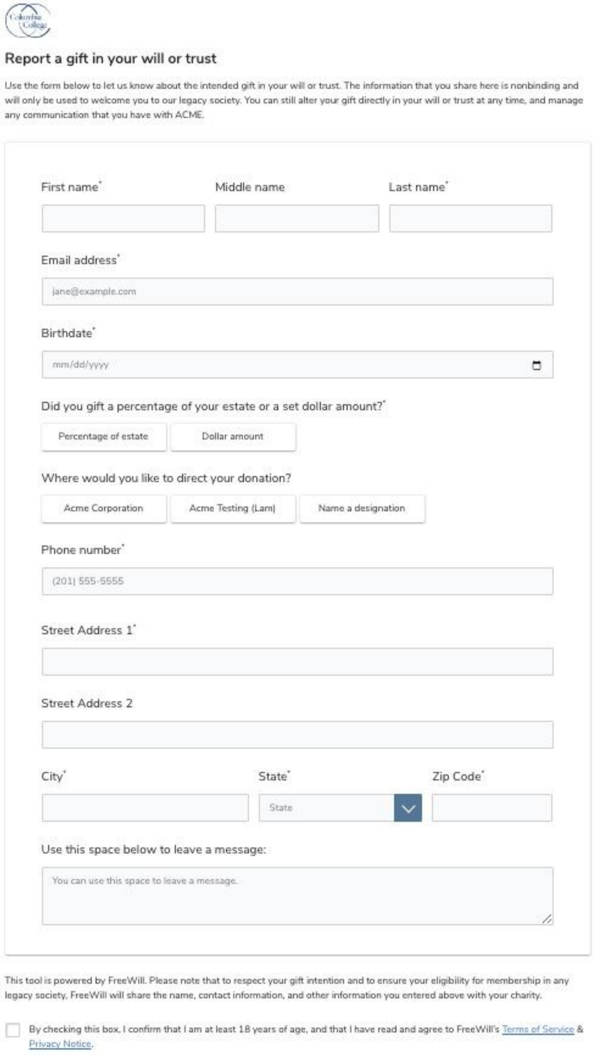
FreeWill’s online **Gift Intent Form** empower donors to:

- Report a bequest made outside of the FreeWill platform
- Re-confirm their intent to make a gift already committed through FreeWill

New questions can be included:

- Name, email, and phone number of their estate executor
- Preferred public recognition

Available to all Planned Giving Suite partners



Columbia College

Report a gift in your will or trust

Use the form below to let us know about the intended gift in your will or trust. The information that you share here is nonbinding and will only be used to welcome you to our legacy society. You can still alter your gift directly in your will or trust at any time, and manage any communication that you have with ACME.

First name* | Middle name | Last name*

Email address*
jane@example.com

Birthdate*
mm/dd/yyyy

Did you gift a percentage of your estate or a set dollar amount?*
Percentage of estate | Dollar amount

Where would you like to direct your donation?
Acme Corporation | Acme Testing (Lam) | Name a designation

Phone number*
(201) 555-5555

Street Address 1*

Street Address 2

City* | State* | Zip Code*
State

Use this space below to leave a message:
You can use this space to leave a message.

This tool is powered by FreeWill. Please note that to respect your gift intention and to ensure your eligibility for membership in any legacy society, FreeWill will share the name, contact information, and other information you entered above with your charity.

By checking this box, I confirm that I am at least 18 years of age, and that I have read and agree to FreeWill’s Terms of Service & Privacy Notice.

Share your ideas & feedback

Have an idea for how Portal can support your stewardship workflows?

Let your FreeWill strategist know!

Our Product Team values your input and works hard to make the FreeWill products not just helpful but *essential* to you and your nonprofit

06 Resources & next steps

TO EXPLORE:

Resources

- How to steward your FreeWill legacy donors
- What to do when a donor passes away
- Planned gifts & annual giving
- Tapping into donor psychology for better stewardship
- Policies for gift acceptance, counting, and reporting
- Remember to try William – your AI-powered writing assistant in Partner Portal – when drafting stewardship outreach

Next steps

1. Complete the post-training survey
2. Assemble your stewardship planning team
    a. Draft or update your stewardship matrix
    b. Assign ownership for delivery of the plan
    c. Decide whether to create a Legacy Society
3. Design a plan you can deliver on, execute the plan, gather feedback, and iterate over time!

Thank you!

Lauren Winther-Hansen
Nonprofit Training Lead

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