

Catch the Philanthropic Wave: Unleashing the Power of Planned Giving and Donor-Advised Funds

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About RSC Associates

- Focused solely on **fundraising for arts and culture**
- **Worked with over 150 arts organizations** in more than 100 markets
- **Coached 7,500+ volunteers and staff members** to raise more money



The Current Philanthropic Trends

1. Annual Funds are **not growing to keep up with expanded costs**
2. Philanthropy overall is **not keeping up with economic growth and inflation** in America
3. **Endowment fundraising has become more challenging** for organizations of all sizes
4. **Planned Giving has not been a priority** for most organizations



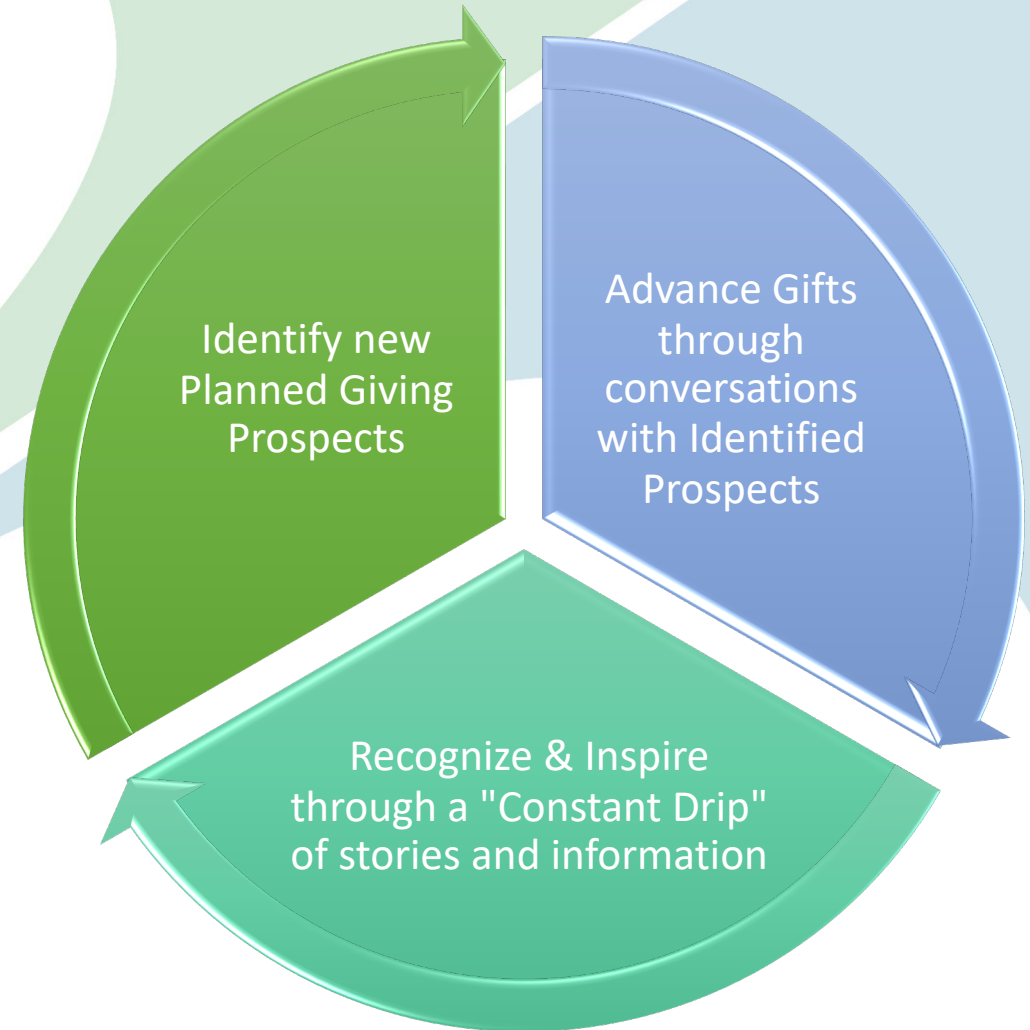
Defining Planned Giving

1. **Deferred gift** via the **donor's estate**
2. **Pathway mirrors** that of an annual, capital, or comprehensive gift
3. Most Planned Gifts **exist as simple bequests**



Defining a Planned Giving Program

1. Planned Giving Program = **avenue for the donor to notify you**
2. Streamlines **recognition, benefits, and communication**
3. **Virtuous cycle** between identified gifts and a healthy prospect pipeline



Planned Giving Messaging

- How it benefits the donor AND your organization
- Recognition and Appreciation
- It's surprisingly easy!





A legacy that brings beauty, art
and opera to future generations.

Join Opera Omaha's Fortissimo Society

Learn more operaomaha.org



Fortissimo society members are securing the future of Opera Omaha and the local arts community.

We are honored by the selfless generosity of our Fortissimo Society members who, through their estate plans, will continue to support Opera Omaha's mainstage productions, and education and engagement efforts that touch people of all ages and backgrounds, past their own lifetimes.

We invite you to join this esteemed group of individuals who have demonstrated their deep commitment to ensuring our region continues to be a place where people want to live and work, that attracts and keeps top talent, businesses and investment.

For more information about creating your Opera Omaha Legacy, contact Karen Flayhart, Director of Development, at (402) 661-8435, kflayhart@operaomaha.org or visit operaomaha.org

Please let us recognize your commitment

We are honored to acknowledge members of our Fortissimo Society in our programs and as our honored guests at special events.





SUSTAINING SUPPORT FOR MUSIC IN YOUR COMMUNITY

SUPPORTER Spotlight



From its earliest days, the Fort Wayne Philharmonic has counted planned and deferred gifts as a crucial aspect of our financial landscape. Your gift will sustain the extraordinary artistry and array of musical and educational programming offered by the Fort Wayne Philharmonic.

PLANNED GIFTS ALLOW THE GIVER TO:

- Provide a meaningful and lasting investment to the local arts community
- Ensure that your assets specifically benefit the Philharmonic
- Substantially decrease your tax obligations while maximizing gifts to your heirs through careful planning.

These gifts qualify you to be a member of the Fort Wayne Philharmonic's Laureate Circle, where you'll meet like-minded individuals who have also established deferred gifts to the Fort Wayne Philharmonic to support the orchestra in perpetuity. With your permission, your name will be included in our Prelude program books. If you wish to remain anonymous, the Philharmonic will acknowledge your giving privately.

The Laureate Circle also affords the chance to greater deepen your relationship with the Philharmonic. Membership includes a yearly celebration lunch and concert, opportunities to meet with guest artists, recognition at the annual meeting, and other special events and experiences.

Dr. Mike and Grace Mastrangelo: Community Philanthropists & Inspiring Givers

By Paula Mastrangelo

“

*I don't really have the words to describe the spirit of generosity that drove my parents. My parents moved to Fort Wayne and made a commitment to foster the potential in their new community. Their philosophy of "active philanthropy" encouraged others to follow Dad's example of generosity and thus multiply charitable efforts. He wasn't shy about asking others to support worthy causes, and if he invited someone to coffee, lunch, or dinner to discuss an organization, chances were good that further generosity was forthcoming. **But Dad never asked anyone to do something or to give where he hadn't already.***

*Dad knew the value of symphonic music and its impact on audiences, and he and Mom loved engaging with the musicians and Music Director and attending concerts. **They were proud to have endowed a chair with the Philharmonic** and our family has been able to continue that legacy through a gift from their estate, making a meaningful connection to Fort Wayne though we are scattered across the country. Living by our parent's example, we have been able to carry that legacy to our own communities.*

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Join Your Fellow Community Members



Julie Chacona

Growing up, my parents took our family to Erie Philharmonic concerts in the magical Warner Theatre. It was so awe-inspiring that I remember asking Santa for a Tchaikovsky album for Christmas in the 3rd grade! I have included the Erie Phil in my estate plan because I believe in the transformational experiences that the performing arts may provide to people of all ages.



Lisa Graff

To me, the orchestra is a vibrant force...bringing music to life in our region! To assure that future generations will have inspiring musical experiences, I have supported the Endowment 2020 campaign.



Deb and Doug Murphy

The Erie Philharmonic is a very important piece of the "quality of life" in Erie. As Erie natives, we want to be sure it endures for many generations to come, so that they may experience the same joy it has brought to us.

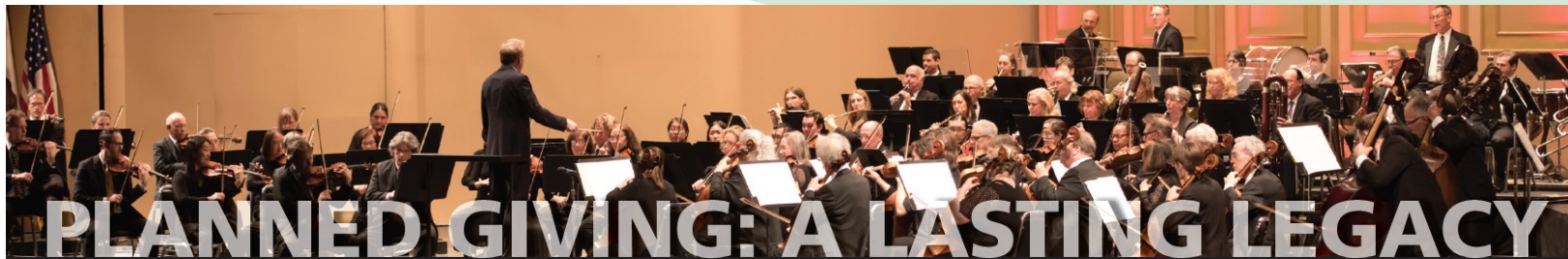


Judy Emling

I have become more involved in the Philharmonic not only because Erie is privileged to have renowned Director Daniel Meyer and talented musicians and vocalists, but additionally, because their small Staff accomplishes monumental tasks. The brilliant concerts, the outreach programs, and the pure joy of being a Board of Governors member further influenced my decision to include the Erie Philharmonic in my Estate plan.

Calendar





PLANNED GIVING: A LASTING LEGACY

Planned Giving offers unique tax benefits that can help you realize your personal financial goals while making the gift of a lifetime to the Marin Symphony. Your gift can build a sound future for you, your family and loved ones while ensuring the Symphony continues to engage, inspire, and educate the people of Marin for generations to come.

By notifying the Symphony of your intentions, you'll become a member of the Encore Society. This group of forward-thinking donors enjoy exclusive access to our programming, events and news, allowing you to celebrate today the profound impact you've made on our future.

It's surprisingly easy to ensure your charitable vision serves as a permanent force for good. Talk to your financial planner or estate attorney today about including the Marin Symphony in your estate plans.



YOUR GOAL	YOUR GIFT	YOUR METHOD	YOUR BENEFIT
Honor the Symphony with a tribute gift that costs you nothing during your lifetime.	Bequest through your will or trust.	Include a set amount, portion of, or residual amount of your estate through your will or trust.	Make a significant gift that is exempt from federal estate tax, allows you to control or change your plans, and does not affect your cashflow during your lifetime.
Make a gift while leaving more of your estate to your heirs.	Gift of Retirement Assets.	Name the Symphony as a beneficiary of your retirement plan. You can also direct all or a portion of your required minimum distribution (RMD) to the Symphony.	Make a significant gift while avoiding a portion of income tax on your retirement assets and pass less-taxed assets to your heirs. Directing your RMD to the Symphony allows you to reduce your adjusted gross income and income taxes.
Make a gift while avoiding capital gains liability.	Gift of Appreciated Securities.	Transfer stocks, bonds or mutual fund shares to the Symphony.	Make a significant gift while receiving an immediate income tax deduction and pay no capital gains tax.
Make an extraordinary gift at minimal cost to you.	Gift of Life Insurance.	Donate a life insurance plan you no longer need or name the Symphony as a beneficiary on a new or existing plan.	Make a significant gift while receiving an immediate tax deduction along with possible future deductions through gifts to pay policy premiums.



Planned Giving Prospects

Current donors, patrons and volunteers who have shown generosity, loyalty, and interest

Donors who self-select by responding to your messaging based on life stage

Existing Planned Giving donors whose situations, needs, or abilities may have changed



Planned Giving Conversations

1. **DON'T:** Provide legal or financial advice
2. **DO:** Encourage donors to work with a professional
3. **DO:** Inspire donors through examples and testimonials
4. **DO:** Be ready with the message & materials to validate and build trust



Planned Giving Conversations: The Art of the Ask



Planned versus Annual Asks: Real World Examples

Situation A: Ted and Joanne Maestro, Typical Annual Gift = \$5,000

Situation B: Jim and Clara Net, Typical Annual Gift = \$100



But where do I start?

RSC's Planned Giving Checklist



Part II: Donor-Advised Funds (DAFs) – The Future is NOW!

1. Rapidly growing, wildly popular vehicle for **wealth management and philanthropy**
2. Giving via DAFs is up **400% in the last decade**, despite a period of economic uncertainty and inflation
3. DAFs are the **largest single recipient of charitable funds** in the United States



Donor-Advised Funds: The Wave is Here

1. DAFs held nearly **\$230Billion** in assets by the end of 2022
2. DAFs distributed some **\$52Billion to qualified organizations in 2023**. Those are significant sums as giving of all kinds totaled about \$500Billion that year
3. As of 2023, there were about **2 million Donor-Advised Funds** in the United States
4. Fidelity Charitable, the **nation's largest grant maker**, distributed a record-setting \$11.8Billion to nonprofits in 2023, up more than 5% from the previous year.



Benefits of Donor-Advised Funds

Immediate Tax Benefit to the Donor (but not a societal benefit)

Funds are managed, invested, and grow TAX FREE, with very low overhead

Many donors see DAFs as an add-on to concierge Wealth Management, with high levels of service

Giving can be anonymous

Funds may be passed to successors and charitable beneficiaries

Virtually no regulation or rules on distributions (or lack of regular giving)



Opportunities for Non-Profit and Cultural Organizations

1. The money is there!
 - This is a **growing and popular vehicle**, unlike foundation or corporate support (for most markets)
2. This is our donor base for most Arts and Cultural organizations!
 - Arts patrons have DAFs. Donors are people, who can be personally **cultivated, educated, and delighted** (and who enjoy our programs)
3. This is a tool for multi-generational support!
 - Your donor's children might not have the same interests as mom and dad. A Donor-Advised Fund is a **tool for long-term support** (sometimes permanent)



Pathways to Success

Prioritize building relationships with donors who give via DAFS – even small gifts!

Engage all members of the family (spouse, children, etc.) in the relationships.

Remember the fund managers! These gifts are donor-engaged. Ignore gatekeepers at your peril.



Challenges of the Donor-Advised Model

1. Research and wealth screening are limited. Many donors stay wholly anonymous, **limiting the opportunity for relationships**
2. Multi-year pledges are limited, as well as **tangible benefits** for donors
3. Most donors **don't understand the basics** of tax strategy and philanthropy (like giving appreciated stock)
4. Rules regarding minimum payout requirements and grant amounts vary by DAF provider. **There is generally no requirement for DAFs to make regular or annual distributions.**



Let's talk about the pesky Donor Benefits!

1. Any benefits valued greater than the lesser of 2% of the grant or \$110 will be considered a “more than incidental” to the person who receives it.
That's a lot of Donor Cheese!
2. This limitation includes **traditional arts benefits** like concert tickets, gala meals and hospitality, auction item purchase, raffle tickets, and membership fees
3. **Give the Donor the opportunity** to WAVE all extended benefits that would normally accompany a gift OR extend to the Donor the value of the benefits by **asking them to write a second check**



Donor Advised Funds and the Future

1. Your most generous and loyal donors are likely to employ Donor Advised Funds sooner or later. **Invest in the relationship**
2. Donor Advised Fund grantmaking may overtake bequests and endowment giving. **Carefully plan for any future campaign**
3. Professional advisors and wealth managers will remain key partners and stakeholders. **Recruit board and volunteer leadership** from these professions



RSC Best Practices for Planned Giving and Donor-Advised Funds

Engage donors as people first and foremost – with preferences, ego, multiple interests, etc.

Educate patrons about opportunities

Inspire donors by deepening relationships and making your work personal

Give recognition, celebrate investment, and broaden the family circle

Be honest and direct about the benefits issue. This can be solved



Questions?

Planned Giving Program Outline

The Rise of Donor-Advised Funds Report



Thank You!



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Fundraising Growth Now!
Podcast

