PLANNED GIVING PROGRAM

Policy or Procedure Description:
IA.002 establishes the purpose, make-up and procedures to be used in the operation of the College's planned giving program including; goals of the program, creation of the planned giving committee, and marketing initiatives.

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PLANNED GIVING PROGRAM:

During the past few years, not-for-profit organizations throughout the U.S. have seen an explosion of interest from their constituents in bequests, charitable remainder trusts and other types of planned gifts. It is now common knowledge that a large share of future philanthropic dollars, some say as much as fifty percent, will come through planned giving.

John Jay College of Criminal Justice must take advantage of this national trend by instituting a comprehensive planned giving program to serve the College. Following are suggestions for implementing this program:

Goal:

The purpose of establishing a planned giving program is to increase the number and size of major gifts to the College. This will be done by offering individuals who are either unwilling or unable to make outright gifts alternative gift options that provide the security of a steady income or ready access to their assets, as in the case of bequests. The availability of these new gift options will open the door to previously untapped constituencies as well as allow current donors to make larger gifts than previously possible.

Gift arrangements will include:

- Bequests
- Charitable Remainder Trusts and Charitable Lead Trusts
- Charitable Gift Annuities and Deferred Payment Gift Annuities
- Gifts of Remainder Interests
- Gifts of Tangible Property
- Gifts of Other Assets such as IRAs and Pension Plans

Leadership:

A planned giving committee should be formed to review and develop policy, advocate for the program, and help extend the work of the staff. It can be established as a standing committee, or perhaps part of our recognition society.

The committee should be limited to seven members. To the extent possible, members should be planned giving donors who can "talk from experience." Each member would be specially selected to represent a particular constituency that he or she would help approach. Constituencies may include trustees, faculty member, retired faculty members, alumni, administrators and concerned
volunteers. Trustees who specialize in estate planning to serve on the committee may also be asked. Committee members will help implement our marketing programs by hosting events, reviewing marketing materials, editing and signing letters and acknowledgements, identifying prospects and helping with solicitations.

**Identifying Prospects:**

By all estimates, the market for planned giving, especially bequests, is a large one that remains virtually untapped. Unlike major gift fun-rasing where prospects are identified primarily by wealth, planned giving donors come from different spectrums. Time and again we marvel at stories of the $5 or $10 donor who leaves a vast bequest to charity. In selecting and cultivating prospects for planned gifts, we will look at age, frequency of giving, number of children (childless people are among the best prospects), and involvement with John Jay.

A screening of our existing database to identify consistent givers or large recent givers ($ for our purposes, $500+) will have to be conducted.

**Marketing:**

Because planned gifts are often triggered by special life events such as the birth of a child, retirement or a spouse's death, we cannot know for certain when some prospects will be ready to make a planned gift. It is critical, therefore, that we market our program as frequently and consistently as possible, making sure to enclose response devices in all promotions so people will notify us when they are ready to begin thinking about a planned gift.

Our marketing messages will vary. Some will describe particular gift plans. Others will present enticing ways to fit planned giving into one's life, e.g. through retirement plans or while trying to lessen estate taxes. We will also promote the many tax advantages of planned giving as well as the merits of using less discussed assets such as IRAs and tangible property. The marketing program will include the following:

**Newsletters**

An educational newsletter billed as a gift and financial planning publication is one of the best ways to market our program. This is the "soft sell" approach. I suggest mailing to all prospects identified above at least three times per year. The first issue of our newly designed brochure will feature charitable remainder trusts. The second newsletter will focus on wills and bequests. Additional issues will feature life income plans and retirement planning.
Direct Mail

We are participating in the CUNY direct mail planned giving program. An initial mailing to 600 candidates (more than 125 incorrect addresses), yielded 8 responses. We will be following up with them. A second mailing will be going out in November and will target the same people (with the exception of the respondents) and a corrected address targeted group.