

Planned Giving Report 2021-2022 Highlights

- While Planned Giving (PG) is a long-term investment, WACOSA reaped significant financial benefits the past two years with an immediate financial return of more than 2:1, and an even greater return when counting new estate gift intentions
- 12 new WACOSA Legacy Society (WLS) members, with two members indicating six-figure gifts
- 32 donors indicated an interest in including WACOSA as a charitable beneficiary in their estate plans
- While the initial goal of a PG program is to secure future estate gifts, WACOSA secured more than \$210K in new endowment gifts
- Established first Named Endowment Fund (NEF), with two potential NEFs that could be completed in 2023
- Created board approved protocols and instructions for managing the Endowment Fund
- Created protocols and instructions for managing the WLS members by reinforcing a donor's decision to include WACOSA as a charitable beneficiary in their estate plan
- Implemented most of the recommendations proposed in the **"PG Analysis and Assessment"**
- Ranked donors in 2021 and refined rankings in 2022 to ensure that time and effort is focused on the best PG prospects
- Created additional PG organizational work product and templates
- Created PG content that was woven into existing outreach marketing materials, with little to no additional cost
- The QCD (Qualified Charitable Distribution) information campaign over the past two years produced a 55% increase in number of donors making QCD gifts and a \$10K increase in dollars given
- Increased awareness of PG and a more focused approach to fund raising, translated into 100% giving by board members, as well as larger annual gifts from donors
- A PG Donor Survey was sent to 295 individual donors over a two year period. Overall response rate was 24% (71 individuals). About half of the respondents said they were not interested in including WACOSA at this time, however, a little more than half said they have included WACOSA as a charitable beneficiary or would consider naming WACOSA as a charitable beneficiary. This is quite significant because it could add over a million dollars in future estate gifts to the endowment fund.

Donor Survey Results

RESPONSE	2021	2022	TOTAL	% of TOTAL	% of RESPONSES
YES	6	2	8	3%	11%
NO	20	14	34	11%	48%
MAYBE	23	6	29	10%	41%
TOTAL	49	22	71	24%	

Planned Giving Report 2021-2022 Summary

In doing a more thorough analysis of individual donors, 56 solid PG prospects have been identified from the survey, conversations and other donor data. Based on recent conversations, the expectation is that 60% will become WLS members, with at least 6-10 donors making a commitment within the next year.

All the PG efforts are tied to the WACOSA Endowment Fund and the end result is that a distribution of 5% from the fund will begin in 2024. Using raw numbers, the current endowment amount would provide an annual distribution of about \$12K ($\$240K \times 5\%$). The larger the endowment, the larger the annual distribution. Doing the math, a \$1 million dollar endowment will provide \$50K in annual support; \$10 million fund would provide \$500K in unrestricted funds. While achieving these numbers won't happen overnight, a steady effort in promoting PG will produce results.

PG and estate gift conversations are always determined by the donor...sometimes it takes years for donors to make decisions. WACOSA needs to be persistent in trying to move the conversation along until a decision is made. PG is about long term relationships and time must be spent every day talking to and meeting with donor prospects and current WLS members.

As the list of WLS members grow, so does the time required to steward these relationships. That's a good position to be in because hands-down, PG produces the best return on investment compared to any other type of fund raising.

Respectfully submitted,

Ed Stracke, Principal
Legacy Consulting

Planned Giving Report 2021-2022 Consulting

Legacy Consulting Services for WACOSA – 2021

CODE*	A	B	C	D	Total
Hours	476	278	88	60	902
%	52.8%	30.8%	9.8%	6.6%	

Legacy Consulting Services for WACOSA – 2022

CODE*	A	B	C	D	Total
Hours	621	180	44	2	847
%	73.3%	21.3%	5.2%	.2%	

*Fund Raising Consulting – Task Codes

A=Donor Research/Cultivation/Solicitation

B=Planned Giving Organizational Work Product

C=Board/Committee Work Product

D=Training/Orientation/Staff Transition