

Legacy Program – Technology Support Overview

As part of the Grinspoon Institute Legacy Program, the Technology Program team has prepared some recommendations regarding the general requirements for fundraising systems to maintain and process planned gifts and legacy pledges. In addition, for those organizations already using DonorPerfect Online (DPO), we have detailed more specific recommendations for how organizations can customize DPO to meet these general requirements.

Any organization soliciting legacy pledges from their constituents can learn from this document. This basically means soliciting a promise from someone to include a bequest in their will of a specific dollar amount or % of their estate. It could also mean making the organization the beneficiary of an insurance policy, retirement fund or other tax/financial vehicles. The organization may only know that the person is promising a future gift, but no other details about the gift are available.

*Please use your Donor Management System to prepare the **required status reports** to the GIJP. These reports require a list of Legacy Commitments including: Donor Name, Address, City, State, Zip; Date of Conversation; Date of Verbal Commitment; Date of Receipt of Letter of Intent; as well as the type of legacy pledge (Codicil in Will, Retirement Vehicle, Annuity, Stock, etc.) and the dollar amount or percentage pledged if your donor shared that information with you.*

General Requirements

To support legacy solicitations, pledge/gift tracking, and reporting needs, fundraising software should be able to:

- 1) Track all contacts with a prospective legacy donor; Automate reminders for future contacts with prospective legacy donors.
- 2) Track Family History and other info (including alumni year, birthdates, connection to the organization etc).
- 3) Assign a prospective legacy donor to a specific organization representative (Director, Director of Development, Board Member, Interested Alumni, etc.).
- 4) Track and report on all donors who have been approached as a possible legacy pledge.
- 5) Track and report on how many legacy pledges have been received.
- 6) Track and report on total amount of legacy pledges that have been received.
- 7) Track and report on how many legacy solicitations are in process (i.e., approached but haven't pledged or said no).
- 8) Track and report on how many individuals have pledged legacy gifts.
- 9) Track whether a legacy donor wants their pledge to remain anonymous externally (i.e., their pledge is not reported in annual reports, newsletters, websites, etc.).
- 10) Prepare and track appropriate acknowledgements when a pledge (and later the actual gift) is received.
- 11) Track and report on type of legacy pledge and dollar amount or percentage. Types include:
 - a. Bequest
 - b. Insurance Policy
 - c. Annuity
 - d. Capital Assets (Property held by the donor – e.g., house, car, stocks, bonds)
 - e. Capital Gain
 - f. Charitable Remainder Trust
 - g. Charitable Gift Annuity
 - h. Individual Retirement Account (IRA)
 - i. Life Insurance
 - j. Pension Plan
 - k. Pooled Income Fund
- 12) Report on donors who have given x # of gifts in the past x years (to determine if they are a good legacy prospect)
- 13) Report on donors who have given x # of gifts during their lifetime (to determine if they are a good legacy prospect)
- 14) Maintain Next of Kin contact information, including: Name, Relationship to Donor, Phone, Mailing Address, Email Address
- 15) Maintain Donor Estate Advisor/Planner contact information (if available), including: Name, Role, Phone, Mailing Address, Email Address

DonorPerfect Online Recommendations

For those organizations who utilize DonorPerfect Online (DPO), we offer more detailed recommendations for setting up your DPO system. These recommendations meet the general requirements listed above for supporting legacy solicitations, pledge/gift tracking, and reporting needs. The following (or similar) customizations should be prepared and utilized in DPO to meet these general requirements.

Because you may not have foreseen actively pursuing legacy pledges when you initially set up DPO, a lot of these customizations may not exist in your system currently. However, many may already be available in your system, so the effort to incorporate these changes may not be very time consuming. The Technology Program team (Kevin@hgf.org) is available to help you incorporate these (or similar) changes into your systems to help facilitate your business processes.

Pledge Screen

- A legacy pledge is tracked as a Pledge on the Pledge screen
 - o They are only entered into DPO as a Pledge after a signed Pledge “contract” is received.
 - o Note that “promised” pledge information (with no signed Pledge “contract”) is tracked as part of a Contact with the donor, including any details about the Pledge – type, amount, etc.; follow-up contacts will request the signed “contract” be completed.
- The Pledge Start Date is set to the date a signed Pledge “contract” is received.
- Pledge Frequency is set to “Unknown (Don’t bill)”
- A new checkbox field called “Legacy Pledge” should be created in DPO. It is checked for all legacy pledges.
 - o Ensure “Display on both Gift and Pledge screens?” is checked in DPO when the field is added. For reporting purposes, both the legacy pledge and the legacy gift itself must have the field marked correctly.
- A new dropdown field called “legacy pledge type” should be created in DPO. It includes all of the possible types of legacy or planned gifts, including: Bequest, Insurance Policy, Annuity, Capital Assets, Capital Gain, Charitable Remainder Trust, Charitable Gift Annuity, IRA, Life Insurance, Pension Plan, Pooled Income Fund. The Legacy Pledge Type is set to the appropriate Legacy pledge type.
 - o Ensure “Display on both Gift and Pledge screens?” is checked in DPO when the field is added. For reporting purposes, both the legacy pledge and the legacy gift itself must have the field marked correctly.
- Optional: The organization may want to create a specific legacy pledge General Ledger Code, Solicitation Code, or Sub-Solicitation Code. If created, all legacy pledges should be assigned to the appropriate code(s).
- Pledge Amount is set to the amount Pledged, if specified. If not, it should remain at \$0.00.
- A new checkbox field called Anonymous should be created in DPO. It is checked if the donor wishes that this particular pledge remain anonymous externally (i.e., not publicized in annual reports, websites, newsletters, etc.).
 - o Ensure “Display on both Gift and Pledge screens?” is checked in DPO when the field is added. For reporting purposes, both the legacy pledge and the legacy gift itself must have the field marked correctly.
- All other information about the Pledge should be listed in the Gift Memo field. For example:
 - o A pledged % of estate (and estimated estate value, if available)
 - o Estimated value of gift (Pension Plan, IRA, etc.)
 - o Plans for distributions (one-time at death, one-time at a certain age, regular distributions (for example, when IRA distributions are required by law), etc.)

Contacts Screen

- All contacts with prospective donor should be added to the Contacts Screen.
- Contact reminders should be assigned to the appropriate staff person to ensure follow-up.
- To track when a legacy prospect was first approached, a new Contact Activity called "Legacy Initial Contact" or similar should be added to the Activity Dropdown. The first time they are approached for cultivation for a legacy pledge, a Contact should be entered with this Activity.
- To track when an approached legacy prospect gives a Verbal Commitment, a new Contact Activity called "Legacy – Verbal Commitment" should be added to the Activity Dropdown. *Note: when the actual Letter of Intent is received, the Pledge should be entered into the Pledge screen. The Pledge Date will be the date the Letter of Intent was received.*
- To track when an approached legacy prospect says they are not interested in giving a Legacy gift (either now or never), a new Contact Activity called "Legacy – Not Interested" or similar should be added to the Activity Dropdown. If a prospect says they are not interested in giving a Legacy gift, a Contact should be entered with this activity. *Note: use the Contact Notes field to give additional details. For example, specify if this is just a temporary wish or that they never want to be approached about Legacy again.*

Bio Screen

- Ensure the Staff Contact field for all prospective donors is filled with the name of the Staff member (or Lay Leader) who is assigned to them. A new field called "Assigned Contact" could alternatively be created to assign a Staff Member or Lay Leader to solicit each Prospect Donor. This decision will depend on the organization's specific business needs.
- New fields for Next of Kin information should be created to track legacy Donor Next of Kin information. These fields include:
 - o First Name
 - o Last Name
 - o Relationship to Donor
 - o Phone #
 - o Mailing Address
 - o Email Address
- If the Next of Kin already resides in DPO, a link can be created in the database with Link Type (Next of Kin) to the existing Next of Kin record. *Note that these Links can only be seen on the Links Screen; Therefore, it may be useful to add a "Links to Next of Kin" checkbox to denote that the Next of Kin is in the database and linked to this donor.*
- New fields for Donor Estate Advisor/Planner information should be created to track legacy Donor Estate Advisory/Planner information. (*Note: The Planned Giving section on the Bio Screen already offers Attorney and Executor Name and Phone fields, but not the other contact information listed below.*) These fields include:
 - o First Name
 - o Last Name
 - o Role (Attorney, Executor, Advisor, Planner, etc.)
 - o Phone #
 - o Mailing Address
 - o Email Address
- At a minimum, a Family History memo field should be created to track all important information about the family's history with the organization, interests, birth dates, etc.
 - o Separate birth date fields can be created as well, for ease of reporting

Reports

Reports that can detail the following should be created in DPO. *Note that many of these reports may exist in your system already as standard or customized reports. However, new filters to specify Legacy Pledges (using the new Legacy checkbox or Legacy Pledge Type dropdown field described in the Pledge Screen section above) will be necessary to run some of these reports only on the Legacy Pledges in your system. The Grinspoon Institute Technology Program Team can help you prepare filters for the appropriate reports.*

These reports will likely utilize a Legacy Pledge filter:

- 1) Display all upcoming legacy donor contact reminders.
 - a. Use Contact Listing Report (under Contact Manager)
- 2) Display all prospective legacy donors assigned to each organization representative.
 - a. Create a custom report that includes the "Assigned Contact" field. Use a Filter that specifies that "Assigned Contact" is not Null. Then you can export to excel and sort by "Assigned Contact." Note: this assumes that every legacy prospect is given some "Assigned Contact." At the very least, it should be entered as "TBD" to make this filter work correctly.
- 3) Display all donors who have been approached as a possible legacy donor.
 - a. Use a Filter on "Legacy Initial Contact" field in the Contact Activity (Contact Screen).
- 4) Display and count all legacy pledges received.
 - a. Under Financial Reports, choose Pledge Reports → Listing to list all Pledges.
 - b. Filter using Legacy Pledge = "Y"
- 5) Display and sum all legacy pledges received.
 - a. Use the same report as in #4 above. Export to Excel and sum the amount there.
- 6) Display and count all in process legacy solicitations (i.e., approached but haven't pledged or said no).
 - a. Run a basic donor/prospect listing
 - b. Use a filter with the following settings:
 - i. Contact Activity = "Legacy Initial Contact"
 - ii. Contact Activity <> "Legacy – Not Interested"
- 7) Display and sum all legacy donors (i.e., legacy pledge has actually been received.).
 - a. Under Financial Reports, choose General Reports → Gift Listing to list all Gifts.
 - b. Filter using Legacy Pledge = "Y"
 - c. Ensure date range includes all possible gifts received.
- 8) Display, count, and sum (where appropriate) all legacy gifts by Legacy Pledge type
 - a. Create a custom report of all pledges (or gifts), including Legacy Pledge Type
 - b. Export to excel and sort by Legacy Pledge Type
 - c. Alternatively, you can create Filters for each Legacy Pledge Type, but this requires a lot of extra effort.
- 9) Display summary info sheet on Prospective legacy donors, including Gift history, organization representative assigned, contact history, Next of Kin information, Prospect Research detail (if available), etc.
 - a. Unfortunately, without paying for custom programming, DPO can't create one report that shows all of this information.
 - b. Instead, try a set of reports to capture all of this information:
 - i. Info Sheet for basic contact information, narrative, and gift history.
 - ii. Contact Listing Report to show contact history.
 - iii. Custom Report that includes Next of Kin and other custom fields on Main and Bio screens.

The following reports do not necessarily require the Legacy Pledge filter:

- 10) Display all donors who have given x # of gifts in past x years (to determine if they are a good Legacy prospect); The "Frequency Analysis" report in DPO allows the user to report on the number of gifts all donors have given over a user-specified date range.
- 11) Display all donors who have given x # of gifts in their lifetime (to determine if they are a good Legacy prospect); This report will utilize the "Total Number of Gifts" auto-calculated field in DPO.
- 12) Prepare and track appropriate acknowledgements when a gift is received.