

Building donor relationships



**FORMS**

Stock Tracking Report

PGB3-0602

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WEEK 6

Events That Prompt Planned Giving

|  |  |
| --- | --- |
| **BACKGROUND** | Births |
|  | Marriage |
|  | Divorce |
|  | Graduation |
|  | Accident and/or Illness |
|  | Death of Spouse (or Life Partner) |
|  | Inheritance/Death of a Loved One |
|  | Moving to Another State |
|  | Vacations |
|  | Job/Career Change |
|  | Sale or Transfer of Family-Owned Business |
|  | Addition or Subtraction of Major Assets from Holdings |
|  | Sale/Merger of a Company in Which the Prospect has Major Holdings |
|  | Retirement |
|  | Natural Disasters |
| **PROJECTS** | Create a Tracking Report for Significant Stock Holdings |
| **DOCUMENTS** | PGB3-0601 – Events That Prompt Planned Giving |
|  | PGB3-0602 – Stock Tracking Report Template |

**Time required:** 1 hour

**What it covers:** Identifying life events that may prompt your prospects to make a planned gift

**Why:** Prospects are not sitting at home waiting for your call or advertisement to prompt them to make a planned gift. They usually get serious about it when some life event prompts them to take action.

**How to get it:** [www.PlannedGivinginaBox.Com/PGB3-0601](http://www.plannedgivinginabox.com/PGB3-0601)

[www.PlannedGivinginaBox.Com/PGB3-0602](http://www.plannedgivinginabox.com/PGB3-0602)

BACKGROUND

Traditional fundraising campaigns are designed to highlight opportunities to support your charity’s mission and create deadlines for prospects, thereby causing them to consider and complete a gift even if there is no other external cause for them to consider their long-term plans.

However, often the best time for an individual to consider a planned gift is as a result or in contemplation of a **significant event or life transition**. Planned giving opportunities arise when individuals in these transitions also need to change their overall tax, estate and financial planning to meet the needs of this transition and want to include your charity as part of that plan.

* This is why involving *professional advisors* in the process is so important.

It is also why you need to build meaningful relationships with your prospects so that **you are aware of key life events** when they occur. While generational cohorts give us a general idea of when prospects might be open to different planned giving approaches, major life events will serve as **the triggers** for actual gift discussions.

Some of the major events you will want to track include:

* Births
* Marriage
* Divorce
* Graduation
* Accident and/or illness
* Death of spouse (or life partner)
* Inheritance/Death of a loved one
* Moving to another state
* Vacations
* Job/Career change
* Sale or transfer of family owned business
* Addition or subtraction of major asset from holdings
* Sale/Merger of a company in which the prospect has major holdings
* Retirement
* Natural disasters

Please download document at [www.PlannedGivinginaBox.Com/PGB3-0601](http://www.plannedgivinginabox.com/PGB3-0601) for a more in-depth discussion of these life events and their relationship to planned giving.

*Who Knows When?*

It is impossible for a charity to predict **when** most of these events may occur or **if** they will be the trigger for planned giving.

It is essential for you to have a relationship with the prospect so that when such an event occurs, the charity will be *well positioned to suggest planned giving alternatives* to meet both personal planning and charitable giving goals.

* The stronger your relationships, the more effective your program will be.

For those prospects with whom you don’t have a strong, one-on-one relationship, *your marketing program is your proxy*. By making **regular “touches” through marketing**, you make it more likely that when a life event occurs, the prospect will be thinking of you, having recently heard from you about your mission and how planned giving can support it.

PROJECTS

**Project 4: Create a Tracking Report for Significant Stock Holdings**

As stated above, the **sale of a corporation** in which your prospects own stock can cause your prospects to recognize *significant capital gains tax even* though they have not bought or sold stock. If you bring this to their attention before the sale is complete, you can help them to save taxes and make a charitable gift. Unlike so many other planned giving triggering events, *this one you can track*. To do so, start by downloading the stock tracking report template at [www.PlannedGivinginaBox.Com/PGB3-0602](http://www.plannedgivinginabox.com/PGB3-0602). The template includes the key fields you need to track the major stock holdings of high net worth prospects.

1. Fill in the information you have about public stock holdings of known prospects. If you do not currently track such information, **start to track it** in your prospect research and **populate this chart as you go**. Sort the chart by stock symbol, then alphabetically.
2. **Set up Google Alerts or other tracking mechanisms** to allow you to know when each of the companies held by your prospects is subject to a merger or buyout.
3. When you discover a buyout, **call the prospects** holding the stock and inform them of the opportunity to avoid taxes by making a gift to your charity. Ask to *work with them and their advisors* to assist in saving taxes and supporting your mission.

DOCUMENT PGB3-0602

Stock Tracking Report

To access the document, double click on the Excel icon below and save it to your computer.

