

Building donor relationships



**FORMS**

Prospect Profile Form Template

PGB3-0801

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WEEK 8

Qualifying Planned Giving Prospects

|  |  |
| --- | --- |
| **BACKGROUND** | What Do We Know About Them? |
|  | What Is Their Relationship to the Organization? |
|  | What Is Their Financial Capacity to Give? |
| **PROJECTS** | Develop a Prospect Profile |
| **DOCUMENTS** | PGB3-0801 – Prospect Profile Form Template |

**Time required:** 1 hour

**What it covers:** How to qualify a planned giving prospect.

**Why:** Until a rated planned giving prospect shows both **capacity** and **inclination** to make a planned gift, he/she is *not really a prospect at all*, just an identified potential prospect.

**How to get it:** [www.PlannedGivinginaBox.Com/PGB3-0801](http://www.plannedgivinginabox.com/PGB3-0801)

BACKGROUND

Once an organization has identified a potential planned giving prospect, the next step is to qualify the prospect.

Qualification focuses on three fundamental questions:

1. What do we know about them?
2. What is their relationship to the organization (propensity)?
3. What is their financial capacity to give?

Information that you should garner through research, peer reviews and qualification visits include **personal information**, the prospect’s **relationship to the organization**, and their **financial capacity**.

**PERSONAL INFORMATION**

* Spouse/significant other/length of relationship
* Parents/children/grandchildren/nieces/nephews/brothers/sisters
* Age/education/occupation/job history/professional-technical skills
* Travel/vacations/leisure activities/hobbies/intellectual interests
* Birthplace/where have they lived/family history
* Photographs/books/mementos/awards/prized possessions
* Community, philanthropic, social involvement/interests
* Political, religious, cultural, professional affiliations
* Personality traits/likes/dislikes
* Physical health/disabilities

Personal information is typically discovered during donor visits. **One-on-one conversations** are the best way to learn about people and their interests. (We will cover personal visits Week 9, as part of having the planned giving conversation.) In addition to the visit, there is a wealth of personal information available both **on-line and through peer networks**.

For example, once you have created your list of **identified planned giving prospects**, you can ask your board and volunteers to review those rated 1-5 and answer questions about whether they are married, have children, where they went to school, how they spend their leisure time, etc.

*Building a Closer Bond*

When you ask your board and volunteers to qualify prospects in this way, so you get to know the person who is your prospect, you create **the basis for relationship-building** rather than transactional fundraising. You will also find that once your board members and volunteers warm up to sharing this information, they become more inclined to share what they know about the prospects’ relationship to the organization and financial capacity.

Keep in mind that you are not seeking out this information to satisfy **your personal curiosity**. The purpose of learning about your prospect’s family and personal life is to help you to identify areas where *your mission intersects with the prospect’s interests*:

* If the prospect has three dogs and two cats, it is likely that animal causes will appeal.
* If the prospect has four advanced degrees, higher education is likely a priority.
* And so on.

*Respecting the Prospect*

When you start asking questions just because you are curious and not because it will lead to a better relationship for your charity, **it is time to stop**. And don’t forget that *what you learn should remain confidential*. Even though it comes from your volunteers, your interviews are to help the charity, not potentially spread gossip in your community.

* More than one charitable gift has been scuttled by a failure to keep conversations private.

In addition to asking for personal information from board members and other volunteers, professional prospect research can also provide a stunning amount of personal information about your prospects. You can certainly purchase prospect research and many of the companies that do wealth screenings also provide a fair amount of personal data. There are also freelance prospect researchers you can hire if you feel you need more information and cannot afford to put a researcher on staff.

Before you spend a lot of money on these services, however, you may find that a simple **Google search** coupled with a review of **social networking sites** such as Facebook and LinkedIn can reveal a wealth of personal information.

To find out what works for your prospects:

1. Select a prospect you know well and start with a basic Google search.
2. In most cases, you will find a fair amount of personal information from that search alone.
3. By following the various leads from the Google search, you may learn as much as you need to know.
4. If you need to dig deeper, visit social networking sites and see what you can learn about the individual and his or her family.

**RELATIONSHIP TO ORGANIZATION**

* Total gifts/largest gift/history of giving/types of gifts
* Volunteer work/positions held/history of involvement
* Friend/grateful patient/staff/family of patient/board member/volunteers/committee member
* Invitation(s) sent/events attended/mailings sent
* Telephone calls/visits/correspondence/meetings attended
* Specific programmatic interests/staff or volunteer relationships
* Issues of concern/criticisms offered/suggestions made
* General areas of interest(s)/requests for help or assistance
* Family or friend(s)'s relationship(s) to organization

We already know that your ranked planned giving prospects have a strong inclination towards your charity, or they would not have made the list. *Now* you want to look beyond the giving history to learn what their involvement with the charity can tell you. Most of the desired information can **already** be found in your database. When it is collected with the family information and financial capacity, it will help you to determine how to build the relationship with this prospect.

**FINANCIAL CAPACITY**

* Cash (savings, checking, certificates of deposit, money market funds)
* Stocks/bonds
* Art/stamp/coin/jewelry/book collections
* Pension Plans (IRA, 403(b), 401(k), annuities)
* Real Estate (home, condo, undeveloped land, second home, rentals)
* Automobiles (cars, trucks, motor homes, motorcycles)/boats
* Insurance policies
* Furniture/furnishings (china, glassware, silverware, etc.)
* Business ownership/interests

There are many ways to gather financial information about your prospects. As noted earlier, three of the best ways are **interviews with peers, professional prospect research and wealth screening**. For those charities with limited financial resources, the last two may not be options.

But there are several clues you can look for when working with a prospect that may help you to get a sense of his or her ability to make a current or planned gift.

**Indicators of Financial Capacity:**

1. Writes checks from an investment management account
2. Dividend envelopes laying about in the house
3. Has a close relationship with broker
4. Has a close relationship with attorney and/or accountant
5. Has a trust officer
6. Complains of dividends going up or down
7. Invests in tax-free bonds
8. Is in the process of re-writing will
9. Realizes that children are wealthy or “taken care of”
10. Speaks of using annual gift tax exclusion
11. Knows the estate or “death” tax rate
12. Has family trusts and pour over wills
13. Holds real estate for investment purposes
14. Has more than one home
15. Likes a steady income
16. Is planning for retirement
17. Is approaching 59 ½ or 70 ½ IRA distribution periods
18. Has a private/family foundation
19. Writes checks from a donor-advised fund
20. Owns home outright
21. Is not happy with will or estate plan
22. Knows about the generation skipping tax
23. Is an owner of a closely held company or a partnership
24. Holds investments that were received as an inheritance or gift
25. Worked for the same employer for majority of his/her career
26. Subscribes to the Wall Street Journal
27. Watches CNBC/Fox Business regularly

PROJECTS

**Project 5: Develop a Prospect Profile**

In order to capture all of the information outlined above, we encourage you to create a prospect profile form. You may have a “canned” report in your database which serves as your profile, but if you create your own form, showing the information you want to collect, and then map that information to your database fields, you will be **far more likely to develop complete prospect profiles**.

Not only will they aid you in developing meaningful relationships with prospects, they will also help future employees of your charity to sustain those relationships over time. But keep in mind that **in some states**, *donors have a right to see your electronic file*.

* Only record information that you would not be embarrassed for your prospect to see.

Create a separate profile for each spouse for married couples and for domestic partners/co-habitants. They each have **unique information** and should have their own profiles. Just make sure the two records are *linked* to one another.

The first step in building your own prospect profile form is to download the form template at [www.PlannedGivinginaBox.Com/PGB3-0801](http://www.plannedgivinginabox.com/PGB3-0801). Customize the template to your organization so that you are comfortable using the form to collect personal and financial information. Then *map* *the fields on the form to the fields in your database*.

The information you collect should be **readily transferred** to your database. You can then develop a custom donor profile from your database to use when working with prospects that incorporates this financial and personal information, as well as the relationship to your charity.

DOCUMENT PGB3-0801

Prospect Profile Form Template

**Personal Information:**

Name: \_\_\_\_\_\_

Address: \_\_\_\_\_\_

Telephone:

Home: Cell: Work: Other:

Facebook: \_\_\_\_\_\_

Twitter: \_\_\_\_\_\_

Web: \_\_\_\_\_\_

Date of Birth: \_\_\_\_\_\_

High School: \_\_\_\_\_\_

College, Major and Degree: \_\_\_\_\_\_

Advanced Degrees: \_\_\_\_\_\_

Certifications: \_\_\_\_\_\_\_\_\_\_\_\_

**Family and Relationship to Our Charity:**

Spouse/Significant Other: \_\_\_\_\_\_

Length of relationship: \_\_\_\_\_\_

Does spouse have own record: \_\_\_\_\_\_

Parents: \_\_\_\_\_\_

Children: \_\_\_\_\_\_

Grandchildren: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nieces: \_\_\_\_\_\_

Nephews: \_\_\_\_\_\_

Brothers: \_\_\_\_\_\_

Sisters: \_\_\_\_\_\_

Other Family Members: \_\_\_\_\_\_

**Job History and Professional Skills:**

Current Occupation and Title: \_\_\_\_\_\_

Current Employer: \_\_\_\_\_\_

Start Date with Current Employer: \_\_\_\_\_\_

Past Employers: \_\_\_\_\_\_\_\_\_\_\_\_

Past Occupations: \_\_\_\_\_\_\_\_\_\_\_\_

Professional Affiliations: \_\_\_\_\_\_

**Interests:**

Travel: \_\_\_\_\_\_\_\_\_\_\_\_

Vacations: \_\_\_\_\_\_

Leisure activities: \_\_\_\_\_\_

Hobbies: \_\_\_\_\_\_

Intellectual Interests: \_\_\_\_\_\_\_\_\_\_\_\_

Other: \_\_\_\_\_\_

**Personal History:**

Birthplace: \_\_\_\_\_\_

Past Residences: \_\_\_\_\_\_

Family History: \_\_\_\_\_\_

Awards: \_\_\_\_\_\_

Prized Possessions: \_\_\_\_\_\_

Publications: \_\_\_\_\_\_

**Community Involvement:**

Other Charities Supported: \_\_\_\_\_\_\_\_\_\_\_\_

Social: \_\_\_\_\_\_

Political: \_\_\_\_\_\_

Religious: \_\_\_\_\_\_

Cultural: \_\_\_\_\_\_

**Other:**

Physical Characteristics/Health: \_\_\_\_\_\_

Personality Traits: \_\_\_\_\_\_

Favorite Restaurant: \_\_\_\_\_\_

Prefers to Meet At (location): \_\_\_\_\_\_

Prefers to Meet During (time): \_\_\_\_\_\_

**Financial Information:**

Cash (savings, checking, certificates of deposit, money market funds): \_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_

Stocks/bonds: \_\_\_\_\_\_

\_\_\_\_\_\_

Art/stamp/coin/jewelry/book collections: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pension Plans (IRA, 403(b), 401(k), annuities): \_\_\_\_\_\_\_\_\_\_\_\_

Real Estate (home, condo, undeveloped land, second home, rentals): \_\_\_\_\_\_\_\_\_\_\_\_

Automobiles (cars, trucks, motor homes, motorcycles)/boats: \_\_\_\_\_\_\_\_\_\_\_\_

Insurance policies: \_\_\_\_\_\_\_\_\_\_\_\_

Furniture/furnishings (china, glassware, silverware, etc.): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business ownership/interests: \_\_\_\_\_\_\_\_\_\_\_\_

Estimated Net Worth: