

Mortar**Stone**

  @mortarstone

BEST PRACTICES

How to Accept
Non-Cash Gifts
in the Digital Age?



PRESENTERS



David Thoroughman, Co-Founder & CEO, MortarStone
david@mortarstone.com



David Middlebrook, Founding Shareholder,
The Church Lawyers
david@mglawteam.com



@mortarstone

In 2019, Americans gave \$449.64 billion to charity

\$449.64 billion



Giving by foundations grew 2.5 percent in 2019, and has grown in nine of the last ten years.



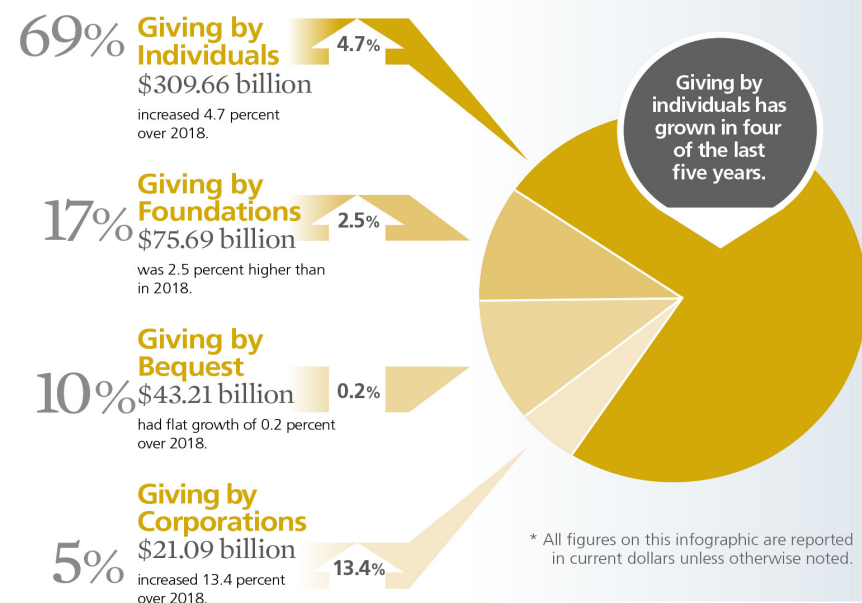
Education, public-society benefit, arts, culture, and humanities, and environment and animal organizations saw double-digit growth in 2019.



Giving to environment and animal organizations increased 11.3 percent in 2019, marking the sixth consecutive year of growth for this subsector.

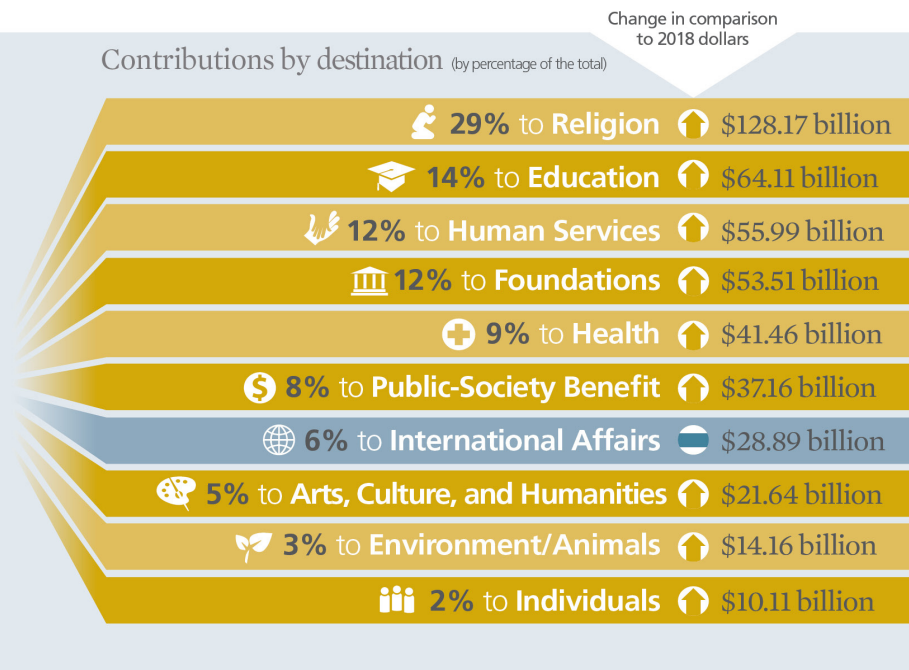
Where did the generosity come from?*

Contributions by source (by percentage of the total)



Where did the charitable dollars go?

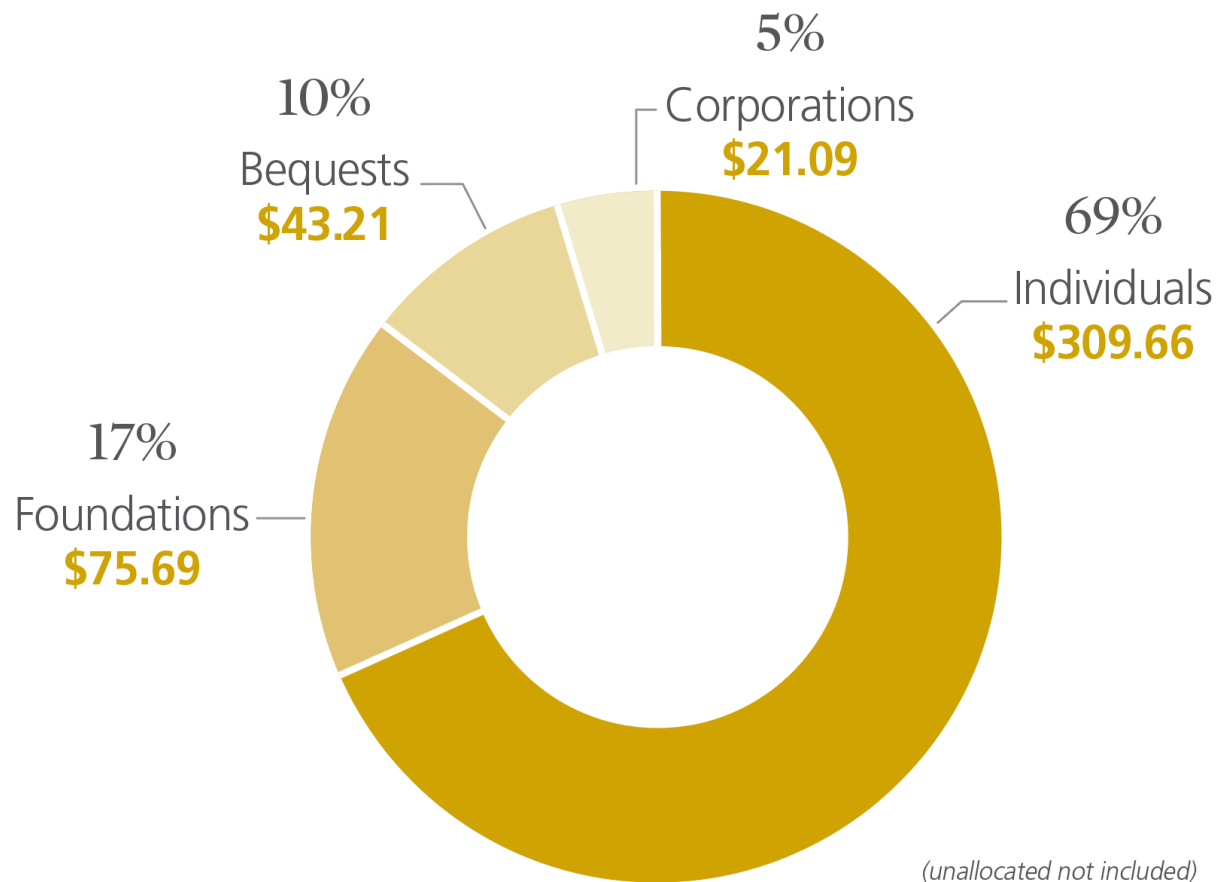
Contributions by destination (by percentage of the total)



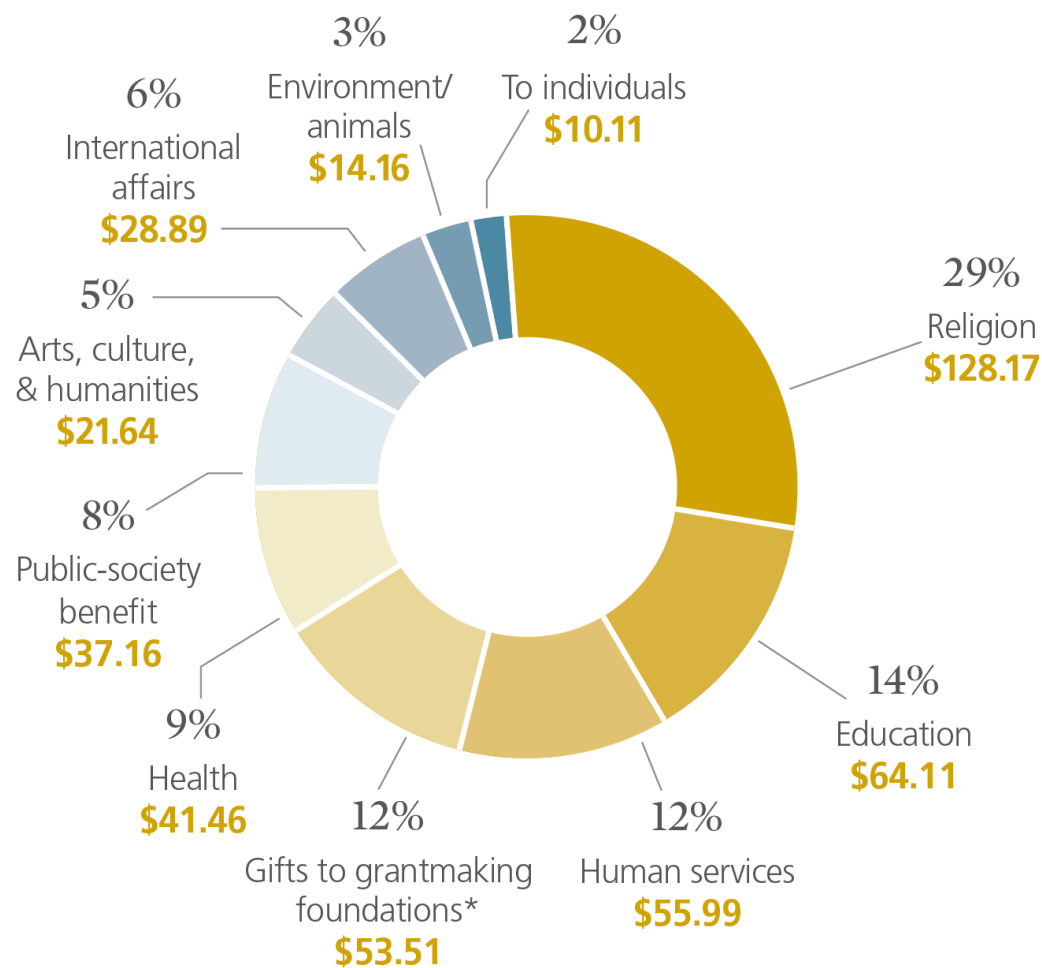
UNDERSTANDING THE CLIMATE – GIVING USA 2020

2019 contributions: \$449.64 billion by source of contributions

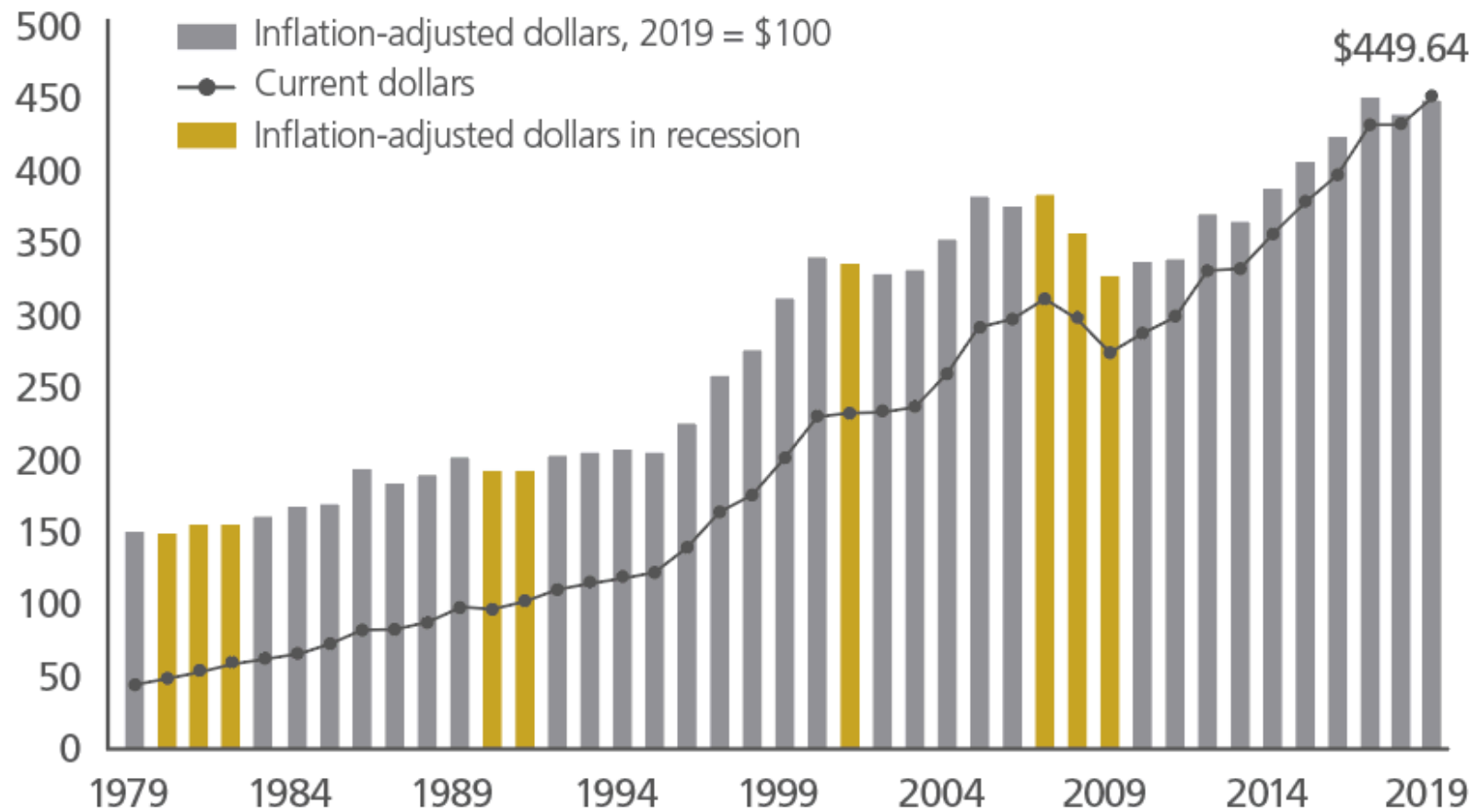
(in billions of dollars – all figures are rounded)



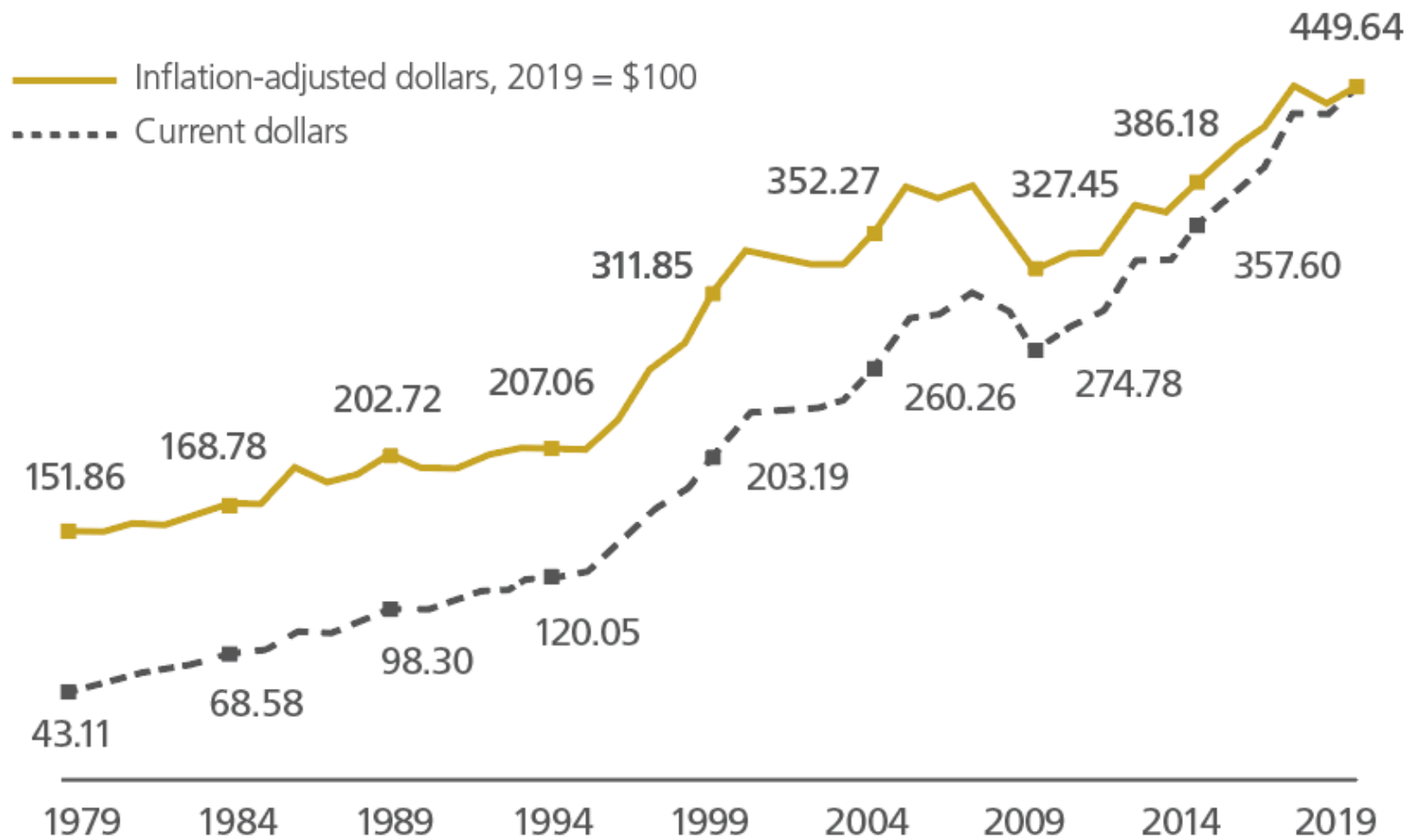
2019 contributions: \$449.64 billion by type of recipient organizations (in billions of dollars – all figures are rounded)



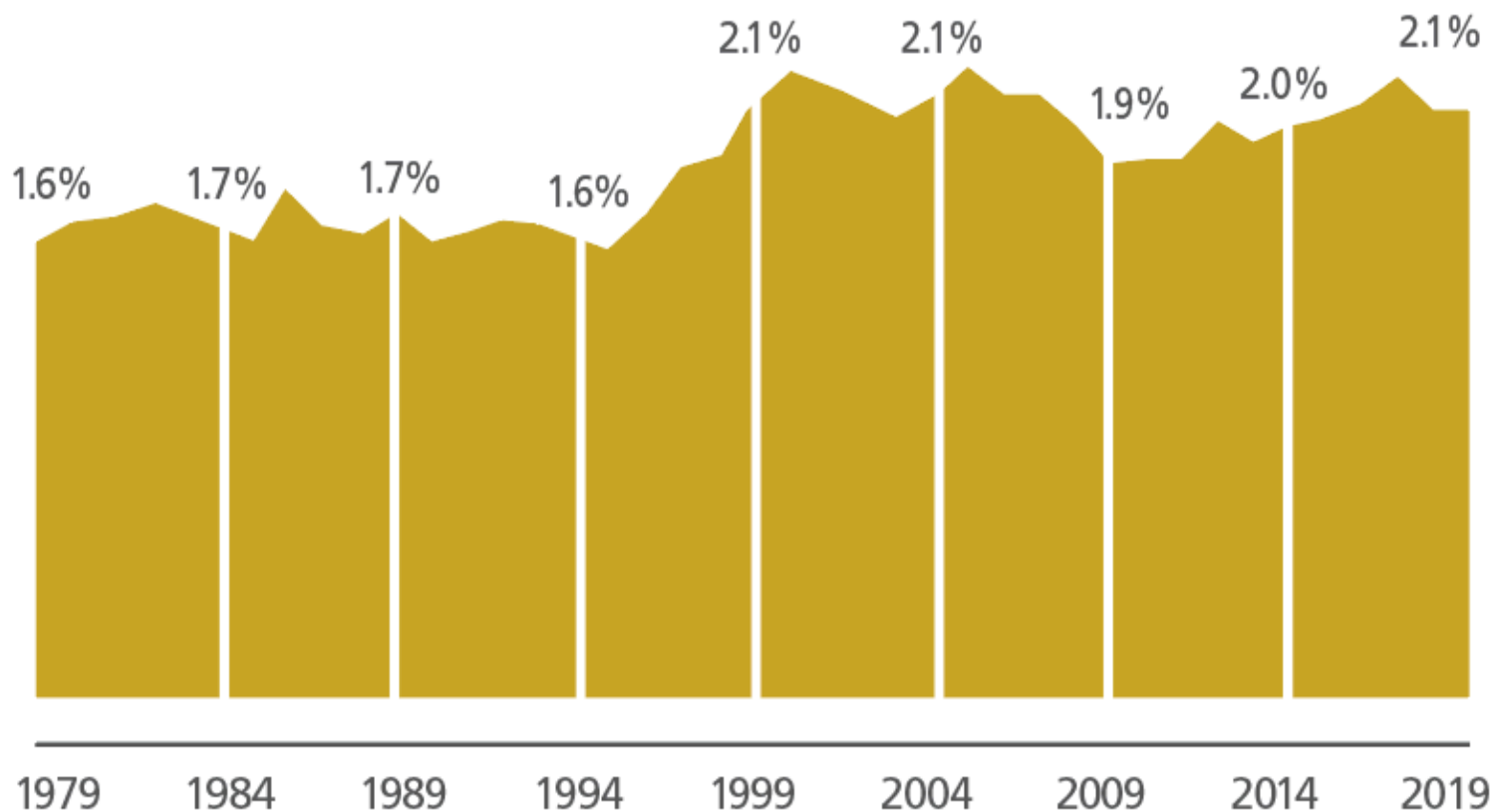
Total giving, 1979-2019 *(in billions of dollars)*



Trends for total giving, 1979–2019

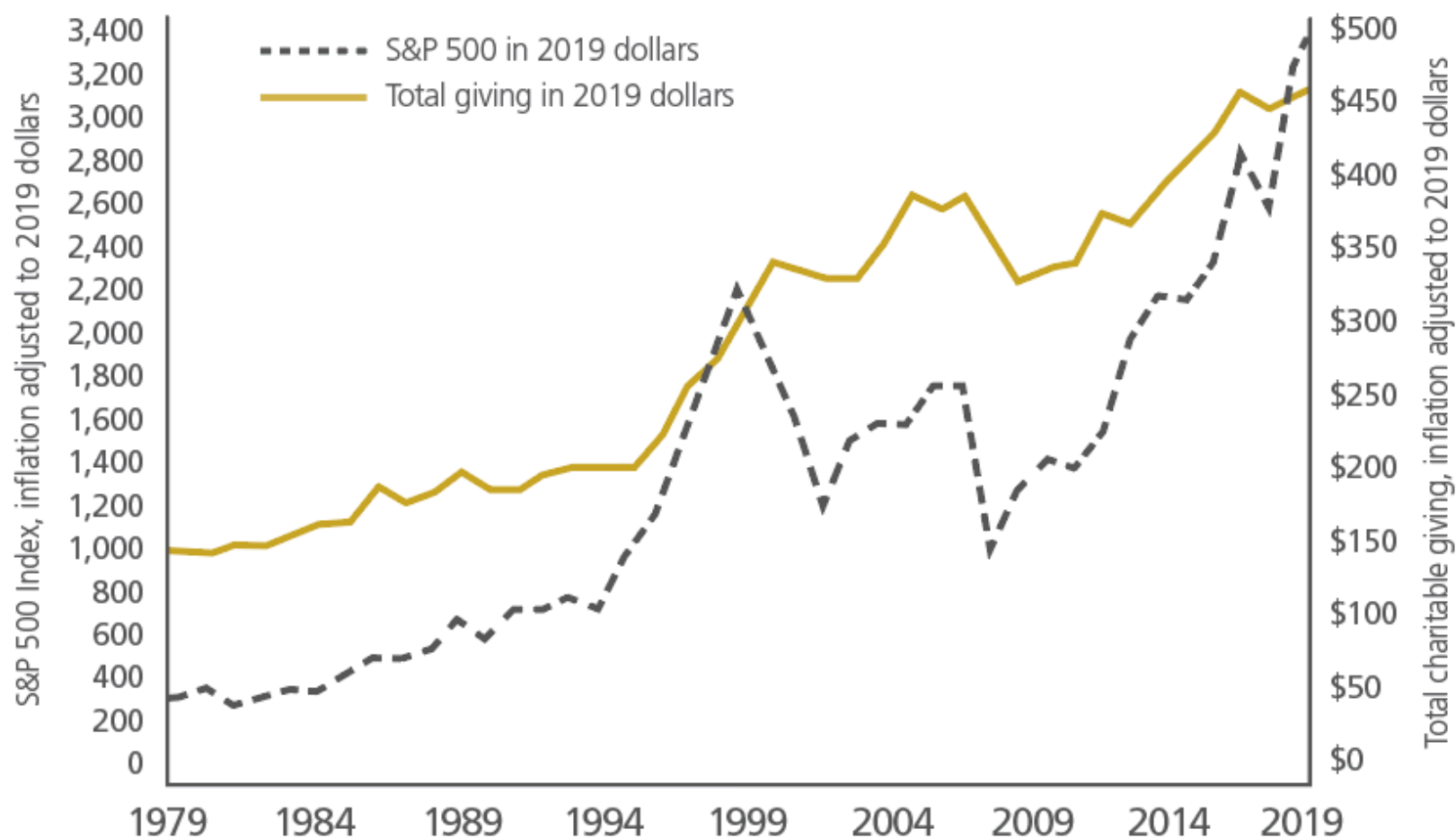


Total giving as a percentage of gross domestic product
(GDP), 1979–2019 *(in current dollars)*



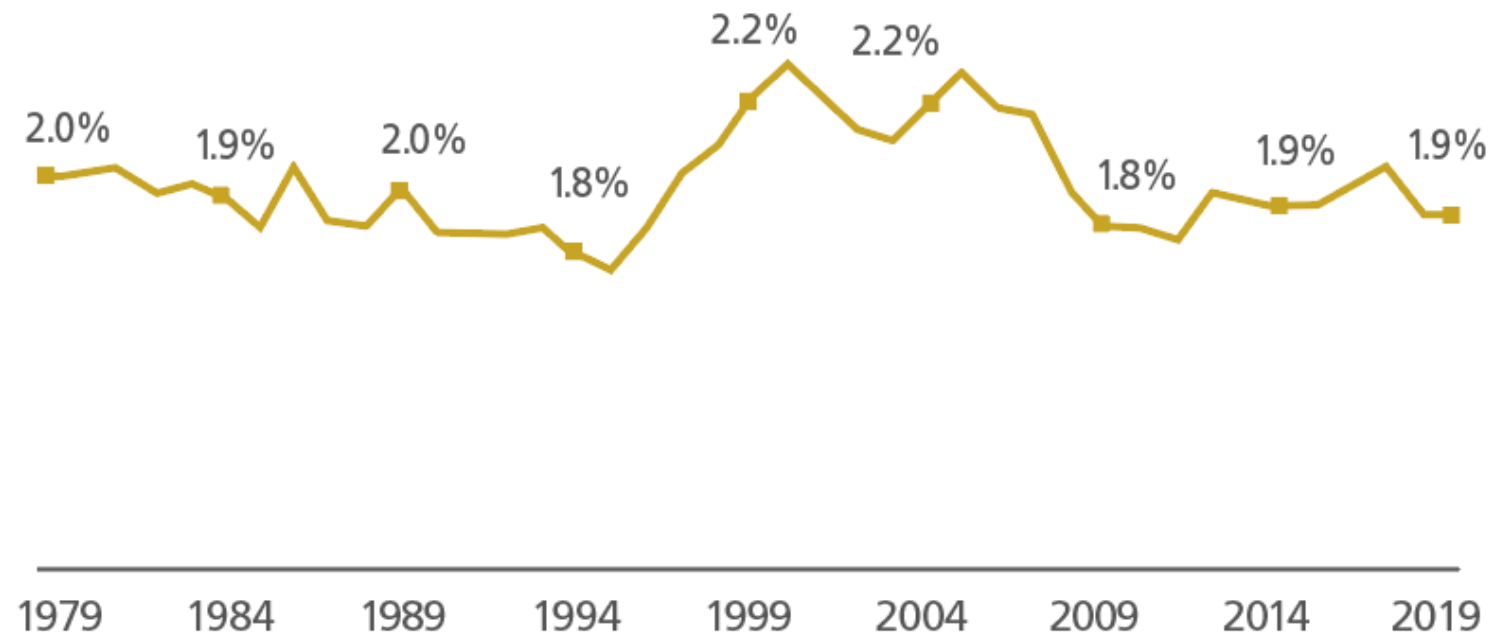
Total charitable giving graphed with the Standard & Poor's 500 Index, 1979-2019

(in billions of inflation-adjusted dollars, 2019 = \$100)



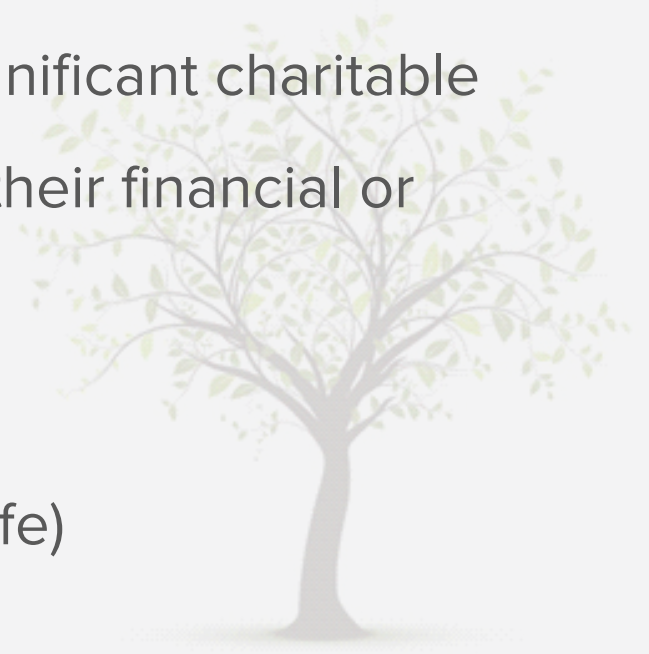
Individual giving as a share of disposable income, 1979-2019

(in current dollars)



PLANNED GIVING – *What is it?*

- Planned Giving is the process of making a significant charitable gift during a giver's life or at death as part of their financial or estate plan.
- Usually synonymous with a Bequest (end of life)



Mortar**Stone**



@mortarstone

GIFT PLANNING – *What is it?*

- It enables **givers to make larger gifts** to charitable organizations **than they could make from ordinary income.**
- Some planned gifts provide a life-long income to the giver.



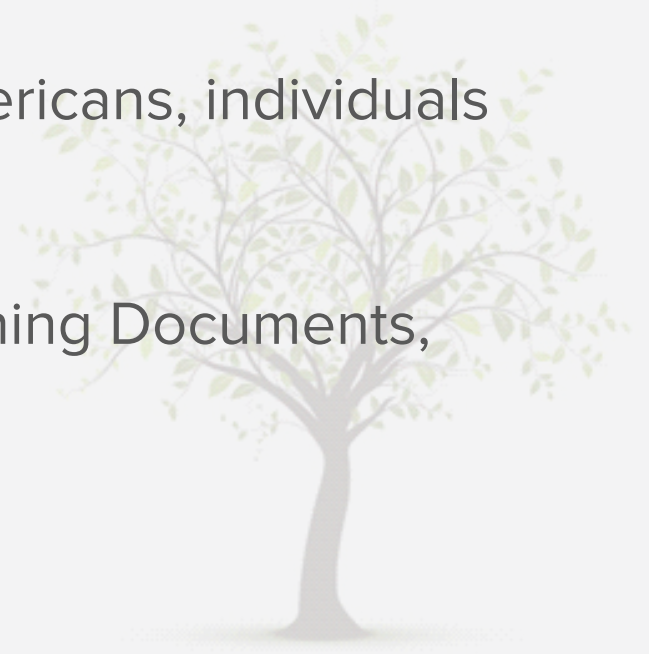
Mortar**Stone**



@mortarstone

GIFT PLANNING – *During COVID-19*

- With COVID-19 impacting more and more Americans, individuals across the country are setting up wills.
- Givers should Locate and Review Estate Planning Documents, Especially Advance Directives
- Offer workshop and use local advisors



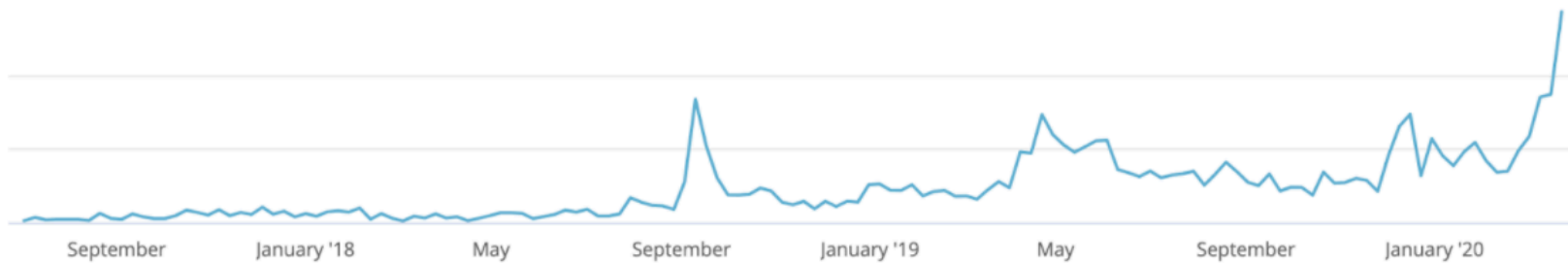
Mortar**Stone**



@mortarstone

GIFT PLANNING & UNCERTAINTY

A week-by-week analysis of bequest giving shows an almost 600% increase for the week of March 23rd over the same time in 2019.



Mortar**Stone**



@mortarstone

THREE STRATEGIES

Annual Giving/Event

- 1
 - Modest gifts made from discretionary income
 - Made for current operations & immediate use
 - Participation and increasing gifts is the focus

Major Giving/Capital Campaigns

- 2
 - Gifts from assets or multi-year pledges
 - Gifts to capital needs and special projects
 - Gifts generally of significant size

Planned Giving

- 3
 - Gifts from assets or estate wealth
 - Gifts used for endowment or designated purposes
 - Gift request is built over time
 - Likely the giver's largest gift



Mortar**Stone**



@mortarstone

DEVELOPING GIFTS

The six (6) primary steps in a successful VIRTUAL visit.

1. Identification
2. Planning and Evaluation
3. Cultivation and Preparation
4. Gift Request
5. Diligent Follow-up to Secure Commitment
6. Proper Stewardship

GOOD GOVERNANCE



The 6 Steps to Avoiding Liability:

1. Adopt & Follow Procedures
2. Keep Good Records
3. Board Limitations
4. Officers vs. Directors
5. Agenda
6. Fiduciary Duties

GIFT POLICY



YOUR GIFT ACCEPTANCE POLICY

1. Non-Cash Gifts and Liability
 - Example - land with environmental issues
2. How to use a conduit charity/foundation
3. Gift valuation - IRS form 8283

GIFT PLANNING ROADMAP

1. Use MortarStone to Identify Top Givers & Age Appropriate Givers
2. Segment Givers & Evaluate Giving Patterns
3. Cultivate Relationships
4. Share Your Vision – Make the Ask
5. Follow-Up and Pursue the Relationship
6. Continue Discipling & Driving Financial Stewardship

WHAT WE CAN CONTROL

- Your time in prayer and asking the Lord to bless your relationship with the giver
- How well you make the Case
- The style in which you invite the giver's support
- The setting for the meeting
- How much time you have to talk
- The content you discuss
- How you respond to the giver's questions



Mortar**Stone**



@mortarstone

WHAT WE CAN'T CONTROL

- The giver's financial ability
- How the giver will react
- The giver's level of interest
- What the giver will initially offer
- Reasons why the giver won't give
- The giver's other circumstances
- What questions the giver will have



Mortar**Stone**



@mortarstone

GIVING TRUTHS

1. People respond to opportunity more than to need.
2. People haven't always given everything they have to give.
3. People give in response to clear priorities.
4. People want you to invite them to give!
5. It's dignifying and effective to invite specific types of gifts.
6. Personal visits result in larger gifts.
7. You know enough to make the ask.

Free Gift Planning Report from MortarStone

- **Get your free report @ MortarStone.com/plannedgiving**

