


Successful Planned Giving: Building a Team


A successful planned giving program enhances support for your organization's mission. Following this roadmap will put you on the right path to creating an effective team.

Board of Directors




A well-designed board of directors is the foundation of strong governance and maximizes the effectiveness of both leadership and development. Selecting a diverse mix of insiders and outsiders who are committed to the planned giving efforts brings different skills and experiences to the table.

Executive Team



Top-level executives must be dedicated to planned giving as part of the overall organizational fundraising strategy. One key consideration: Prioritizing a sustainable gift planning approach.

Development Staff



Regardless of the complexity and structure of your organization's planned giving program, you will need someone focused on planned giving. As the ambassadors for your organization, they must have:

Interpersonal Skills – The ability to connect donors' values and philanthropic goals with the organization's mission and facilitate their engagement – both financial and through volunteerism.

Technical Skills – An understanding of the various gift planning tools and how they can be used to address planning and giving goals.


It is important that development staff is provided with resources for donor stewardship and routine training.

Legal Counsel



Internal and external legal counsel supports your organization with: legal review and oversight of agreements, regulatory compliance, complex asset review, and the fiduciary responsibilities for charitable vehicles.

Administrator




Ongoing administration and maintenance of the planned giving program is critical for long-term success. This is achieved through internal or external support and ideally would involve both internal and external resources:

Internal – Coordinate with all parties involved: accounting, finance, stewardship, marketing and donor relations.

External – Provide dedicated and specialized expertise to assist with gift management, beneficiary payments, tax support, state compliance, fiduciary services and technical gift structuring issues.

Investment Manager



An investment manager with expertise to manage the multiple considerations for planned gifts including time horizon, taxability and split interests is important for the growth and long-term success of the program. An outsourced solution may be necessary to help develop a comprehensive investment policy statement that reflects your organization's risk tolerance and investment objectives, develop a strategic asset allocation that adheres to state-mandated investment restrictions, and monitor and rebalance the portfolio to meet liquidity needs.

About BNY Mellon Wealth Management Planned Giving

BNY Mellon Wealth Management Planned Giving can help advise you on strategies to manage and grow your planned giving programs. For over 30 years, we have served nonprofit organizations with comprehensive gift management, tailored investment management solutions, and donor and organizational support. We understand the motivations of donors and the complex philanthropic and estate planning approaches used to preserve wealth while giving back to the community.

Leveraging these insights and the broad resources of BNY Mellon, our clients benefit from the deep and broad resources of BNY Mellon Wealth Management, a leading wealth manager with more than two centuries of experience serving financially successful individuals and families, their family offices and business enterprises, planned giving programs, and endowments and foundations.

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