



The Bridge Between People and Purpose

Weekly Tip August 23, 2021



Greetings!

As NEPAW approaches (Oct 18-24) many NPO's and FBO's have found it an excellent time to emphasize the opportunity for their partners and prospective partners to consider non-cash gifts. Stocks, Wills, QCD's and RMD's all are great ways for a partner to increase their partnership level, while not having an immediate impact on their cash flow. Here's a few statistics you may want to ponder in considering non-cash and legacy gift giving strategies.

- Last year, 32% of all giving was through non-cash methods.
- 51% of Giving Tuesday gift requests were for non-cash gifts.
- Of households under \$200,000 in assets, 12% still give bequest (wills, estates) gifts.
- Individuals over 45 are less likely to add gifts to charity in their will, but the value of those bequests is 400% higher than their younger counterparts.

What's the main takeaways from the above? You have a couple of key dates approaching that are prime opportunities to launch non-cash and legacy gift strategies and/or campaigns. Is it time to add a new or increased strategy to your strategic development plan?

In next week's tip, I'll share a couple of templates for email and/or letter appeals sharing with partners about the opportunity they have to further the Kingdom using these methods.

Of course, if you'd like to talk more directly about some strategies I can help you with, just [email me](mailto:me), or give me a call (209) 541-5720

P.S. NEPAW is the National Estate Planning Awareness Week. QCD's are qualified charitable distributions, and RMD's are required minimum distributions.

How can Multiply 417 help?

Multiply 417 offers a variety of development and fundraising training opportunities. This includes a 11 week coaching program to advance and improve the development capacity of you or any of your staff.

[Click here to check it out!](#)

Got Questions?

Do you have a question or issue you'd like to see discussed in a weekly tip? Just [email me](#) and let me know the topic or issue. I'll gladly do the research, put together some ideas, and if you like, I'll even mention your name in the tip.

Giving Tuesday is **99 days** away!

Dec 31 is **124 days** away!

[Got Plans?](#)



[Contact Us](#)

MULTIPLY 417

Passion: The Bridge between People and Purpose

[Home](#)

[About](#)

[Clients](#)

[Referrals](#)

[Blog](#)