



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip July 8, pdf NEPAW

Dear Ministry Leader

Still a ways off, but just a reminder that NEPAW, Oct 21-27, is an excellent time for ministries and non-profits organizations 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, 64% (that's double from just 2020) 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.
- The above facts come from my friends at Freewill, and also Schwab Charitable.

What's the main takeaway from the above? If you want to build an effective and comprehensive strategic funding strategy for your ministry, you must start to include communications and engagement plans to educate your partners about the tremendous value and opportunity of giving through non-cash gifts, and donor advised funds.

In addition to the national attention of the NEPAW week, there are other prime times (National Non-profit day - Aug. 17, End of Year campaigns, and Giving Tuesday) 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?

Of course, I'd love to help you create and execute such a plan. I have several strategies I can help you with. Just email me, or give me a call (209) 541-5720.

Blessings,

Rick

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

