

planned giving tomorrow

NEW! SPECIAL **PRODUCTIVITY ISSUE** FOR FUNDRAISERS.

Workus Interruptus

Article not for the faint of heart.

Viken Mikaelian



Endless texts, tweets, emails, calls, chats, IMs, Facebook updates... What do all these things have in common?

They're all uncontrolled by you and *letting others* control your time. All buzzing and vibrating and stealing your attention from what you should be doing. Not to mention co-workers at your door. "Got a minute?" "What are you doing for lunch?" "You did hear about Nancy and Bob...?"

This issue is about peak productivity. Turn off your smartphone, ignore email, dive in. There's good stuff here.

But caution: this article is not for the faint of heart or politically correct.

Work interruptions cost us 6 hours a day.

It's amazing how many ways we can find to thwart productivity. We have excuses for every intrusion. Did you know that each interruption costs you 5-15 minutes to refocus? For IT folks, it's worse. The phone rings and gets more attention than a car alarm. Even at home people run dripping out of the shower, jump up from the dinner table, and even interrupt sex (a disturbing disorder we call "coitus interruptus") just to answer the phone.

I used to be stuck in this inferno (except for the last one). Here is how I resolved to fix my situation of endless interruptions:

- 1 **Begin work early.**
Very few reach me at this hour.
- 2 **Ditch the office.**
Sometimes I do not come in to the office at all and instead work from a

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3 Time Management Lessons From Mr. Brown

People are the best time investment you can make.

Julie Morgenstern



The most common goal of executives who hire me for time management coaching is to free up time to invest in their teams and to spend with

their families. Intuitively, they know that time spent with people forms crucial bonds, enables personal development and reduces fire drills. Yet, daily urgencies frequently preempt time reserved for weekly 1:1's, for "walking the halls" to stay visible and getting home in time for dinner.

Reactive to proactive

Protecting time from others requires a willful shift from being reactive (to every distraction and mini-emergency) to being proactive about long-term priorities.

Is it easy? No.

Is it worth it? Yes.

To inspire us all, I can think of no better role model than my beloved elementary school principal, Martin K. Brown.

A defining moment in 6th grade

I met Mr. Brown on my first day of 6th grade. My family had just moved to Center City, Philadelphia, and I was nervous about entering a new school where all the kids had been friends since kindergarten.

Wearing my coolest pleather jumper and a burgundy pullover, I took a deep breath and walked in the front door of Greenfield Elementary School. And there, waiting at the top of the steps, was Mr. Brown, my new principal.

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Raise Your Hand If You Like Leftovers

For the really big gifts, ask for the residue.

Jim Friedman



It was the kind of gift we all dream about. Our organization received notification from an attorney that we were to be the recipient of a \$100,000

bequest from a woman whose name we did not recognize.

We did a little research in our database and discovered this woman (let's call her Doris) had been a loyal annual donor for \$500. Digging back further, we found that she had done a relatively small gift annuity many years earlier. Doris passed away at

age 94. Her husband had predeceased her, and she had no children.

When we received the check, we also received a list of the other distributions from Doris's estate. The \$100,000 gift to our organization was significantly more than gifts to any other designees. However, there was another charity named to receive whatever was left over in her estate—in this case, \$8.2 million.

Please pass the leftovers.

As gift planners, we often neglect to ask for the residual. But, as Doris reminds us,

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Do You Know This Magic Key Question?

It's not just for PG professionals.

Brent A. Hafele, M.A.



My colleague was at her wits' end with a donor we'll call Philip. Everything about Philip screamed *major donor of the highest level!* He had all three As of a great donor prospect:

- 1 Affinity:**
Philip was a dedicated user of the fitness center, sometimes coming twice a day.
- 2 Affiliation:**
He enjoyed the friendship of many fitness center members and staff members.
- 3 Ability:**
Wealth screening scores as well as interviews with Philip and others who knew him indicated that he had capacity to give a substantial leadership gift.

Adding to the puzzle, Philip frequently shared that he "had a lot of money." I don't know too many donors who are that bold!

In spite of his triple-A rating and his claim to wealth, we did not get a substantial leadership gift from Philip. Instead, he gave another \$5,000 gift, stating that he wished he could give more.

The Magic Key Question

At my colleague's request, I paid a visit to Philip. Again, he shared his frustration that he couldn't give more. Finally, I asked Philip this Magic Key Question (MKQ):

If there were a way to help you give a more generous gift to the fitness center while helping you save taxes and accomplish your financial goals, would you be interested in exploring that?

An open door at last!

Philip thought for a moment and then accepted. His acceptance granted me permission to ask a series of very personal questions that would typically be uncomfortable in other circumstances. But once he understood the purpose, the questions were easy to ask. I asked in detail about his assets, plans for each asset, income, age and financial goals. Philip's answers to these questions gave us the information to return with a proposal.

Anyone can ask the MKQ.

The great thing about the MKQ is that

anyone can ask it. You don't have to be a planned giving expert. All you need is a trusting relationship with the donor. The best time to ask the MKQ is when you know that donor is passionate about your mission and has significant trust in you and your agency. When donors know your goals are aligned with theirs, they can relax. This becomes a win-win-win for all involved.



What happens after you ask the MKQ?

So you did it. You asked the MKQ, and your donor accepted. Now what?

If you are not comfortable discussing planned giving options, you can simply respond by saying, "Wonderful! Thank you. Let me connect you with one of our gift planning colleagues who can help you explore the options." This person could be your in-house planned giving professional, a contracted estate attorney, or someone from your local community foundation. Regardless, you have opened the door to the conversation.

If you are well versed in planned giving, go for it. You've got an open door and a ready donor right in front of you!

Back to Philip...

Philip responded to our proposal with a generous gift of \$206,000 over a period of four years. More importantly, he was thrilled! He was so proud to know his investment made the fitness center even better for him and his community. ●

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Raise Your Hand If You Like Leftovers

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we should! It's an easy ask, it gives the donor a lot of flexibility, and it's likely to be far more than any specific designation.

It's an easy ask.

I say something like this: "After you've considered how much you'd like to leave each of your heirs, would you consider leaving us whatever might be left over?"

It gives the donor flexibility.

You've heard this objection to giving before, haven't you? "I don't know what expenses might come up. What if I get sick? Or my kids need help?" You can set your donor's mind at ease by asking for a gift of the leftovers."

Many people who have substantial wealth don't want to leave too much to their children. They may decide, for ex-

"After you've considered how much you'd like to leave each of your heirs, would you consider leaving us whatever might be left over?"

ample, \$1 million for each child is plenty. A residual gift to charity can be an easy way for a person like that to ensure their children won't receive too much and the rest, whatever it may be, will go to a cause they care about.

I say something like this: "All we're talking about is the what's left. Spend everything you need during your life, take care of yourself and your loved ones. You don't know what you're going to need, so by all means, save! All I'm talking about is what's left. Would you consider leaving that to us?"

It's likely to be a bigger gift.

In some cases, the residual won't be as big as a specific designation. But more often than not it will be significantly larger—like Doris's leftover gift of \$8.2 million! ●

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