NONPROFIT TIP SHEET

Connecting Passion with Purpose

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This associate/client duo fosters donors' passions and pairs them with the organization's programs or projects to align donor intentions. Often, these efforts result in documented gifts for Texas State University and further deepen that donor-organization connection.

Thompson & Associates values-based approach to estate planning focuses on individual passion with purpose. Each of us are shaped not just by our parents, education, work, and the times we grow up in, but also our connection to community.

Purpose. Project. Program.

Through your partnership with Thompson & Associates, your associate can help connect your supporters' personal values and goals with a specific purpose, project or program at your organization. Making this personal connection fuels supporters' passion for your organization to increase their giving while declaring their intentions.

Ask yourself why people are philanthropic?

1. Connection to community
2. Supports values, makes people feel good
3. Trust and support for the mission of the nonprofit who's asking for support

People have additional motivations in estate planning:

1. It supports the desired family legacy
2. Concerns about passing too much to family
3. Wish to pass assets effectively
4. Philanthropic and community-minded

At Thompson & Associates, we start our planning process learning about each individuals' values.

1. We work to understand their passion for family and community.
2. We look through their values' glasses to make recommendations that support their goals and objectives.

Translating passion for your nonprofit into gifts from estate plans requires a few things:

1. Keep engaging your supporters who are actively going through the planning process.
2. People are often inundated with information, and they can find anything on Google. But they often don't understand the benefits of giving something other than cash. For many of our donors, cash is not the best gift they can make, especially when considering an estate gift.
3. Be their philanthropic expert or guide. Continue to cultivate and engage, commit to being part of the team and know you are an important contributor.
4. Don't forget that 60% of Americans do not have an estate plan.
5. Professional advisors spend their careers helping your donors reduce income taxes and preserve capital, not make charitable gifts. You are the expert here!

How can you improve your odds of documenting more estate gifts?

1. Treat the Thompson process invitation like a major gift solicitation: be present, be engaging, and learn their motivations.
2. Engage your most connected supporters in the planning process.
3. Remember estate giving is personal, as is the Thompson process. It is a gift that you are providing, and it has great value. Ask them their thoughts about the planning process and about your organization. Use open-ended questions to learn their story.
4. Keep your associate abreast of the organization's current programs, needs, or other projects happening, so they can act as a connector between your supporters and the organization.

Watch Vince and Dan's 30-minute session covering this topic here.