



**3 Steps to
Planned Giving
Success**



September 12, 2013



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If a donor expresses an interest in planned giving, I:

1. Give them a blank look and change the subject.
2. Tell them "someone will be in touch".
3. Refer them to a planned giving website.
4. Recite the IRS code section dealing with charitable remainder trusts.
5. Run screaming in abject terror.
6. Ask the donor questions about what they are trying to accomplish.

3 Steps to Planned Giving Success

1. What does the donor want?
2. What options are available?
3. Present options in understandable format.

Step #1
What does the donor want?

1. Provide for family
2. Retain assets
3. Maintain or increase income
4. Reduce management responsibilities
5. Save taxes
6. Leave a legacy/express gratitude

Donor Conversation

"Loma Linda saved my life. My wife and I would like to say thank you by doing something for you. We don't have much money but we do have a house worth \$2M. I'm retired, my wife is still working but she would like to retire. We have lived in our home for 30 years; we just remodeled it and want to live there as long as possible.

Donor Conversation-cont'd

We never had children, I have no living family but my wife has a sister. Is there anything we can do?"

What does the donor want?

1. Provide for family
2. Retain assets
3. Maintain or increase income
4. Reduce management responsibilities
5. Save taxes
6. Leave a legacy/express gratitude

Clues to listen for:

- o "I can't afford to make that size of gift."
- o "My daughter just lost her job."
- o "I'm concerned about the economy."
- o "This house is a lot of work!"
- o "My children are all in the medical profession."

Step #2

What options are available?

1. Bequest
2. Beneficiary designation
3. Gift Annuity
4. Charitable Remainder Trust
5. Charitable Lead Trust
6. Life Estate

Gift Options

<p><u>List of Objectives</u></p> <ol style="list-style-type: none"> 1. Increase income 2. Retain assets 3. Save taxes 4. Provide for family 5. Give to charity 6. Management 	<p><u>Planned Giving Toolbox</u></p> <ol style="list-style-type: none"> 1. Bequest 2. Beneficiary designation 3. Gift annuity 4. Charitable remainder trust 5. Charitable lead trust 6. Life estate
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Step #3 - Understandable Format

Donors
 Asset: Personal Residence
 Corona del Mar, CA

GIFT ANALYSIS

Assumptions for Gift

Cost Basis	\$ 250,000
Fair Market Value	\$ 2,000,000

Objectives

1. Produce Stream of Income
2. Continue Living in Home
3. Charitable Gift to Loma Linda University Medical Center

Options

	Life Estate	Sale and Leased 2012	Gift Annuity (2.5%)
Charitable	#1 & 3	#1 & 3	#1, 2 & 3
Charitable Deduction	\$1,364,980	\$327,680	\$377,160
Paid-out Rate	—	5%	2.5%
Annual Payment	Tax Savings	\$50,000	\$41,124 + Tax Savings

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