

FundraisingMatters

We Share Your Passion!

In our third issue of FundraisingMatters, we'd like to share a story from one of the many donors and friends that we have had the privilege to know. (Reprinted from a series of donor profiles prepared as an addendum for our book, *Raising Money Through Bequests*.)

The Most Important Gift: A Meaningful Relationship: When Catherine was in her late 70s, her husband died of heart complications. With no children, his last instructions to her were very touching: *"You don't have to do anything; you will be taken care of."*

David (while serving as the national vice president of planned giving for Franciscan Sisters of the Poor Foundation) was called in to meet with Catherine regarding a charitable gift annuity. He learned that while she had a summer residence and some additional timber land, she chose to live a very private and quiet life with occasional visits from the doctor, her neighbor, a friend from the local hospital, and David. Her small home in upstate New York was simple and clean: there were no extravagances.

Mother Cabrini
**LEGACY
SOCIETY**

Will you walk
this road with us?

Catherine became a member of the foundation's legacy society and made several additional gift annuity donations which were more than four times the amount of the first. (This from the same woman who was told by her husband, *"You don't need to do anything"*). She was a smart woman who had not been terribly involved in her financial affairs up until then. Yet, a whole new world was opening up for her. As she continued to talk with David and her accountant, she became more and more knowledgeable and comfortable with her financial affairs and – more importantly – what she could do as a result.

Over the years, David and Catherine became friends as they shared stories and family pictures. Whenever he was in New York, David made it a point to visit. Two years into their relationship, Catherine began to seriously discuss her estate and her will: she had several local interests that she wanted to quietly fund. Although she didn't share the contents of her will, she was pleased to tell David that she had named the Foundation as a significant beneficiary of her estate. (***Continued on next page.***)

Are You A Good Listener? Here are some important skills to remember...

- ❖ The person speaking needs to have your full attention. Distractions must be set aside.
- ❖ Concentrate on the words the donor says without anticipating what will be said next by them.
- ❖ Never interrupt. Instead, make sure the donor has completed the thought so you can avoid being considered uninterested or rude.
- ❖ Don't speak until you have finished listening. Have confidence that a brief pause to really hear what was said is far more valuable than what you may plan to say next.
- ❖ Even weak communicators will signal their most important points. Look for signs of emotion, or the last item in a series of statements (often the most important).
- ❖ Clarifying questions keep the donor and you on track.
- ❖ How you respond can demonstrate understanding. Eye contact, silence, smiles and posture are indications of your interest.

Catherine's Legacy continued from page one

Later, she learned about the work of the National Juvenile Diabetes Foundation through a local news story. The piece featured the daughter of a prominent local businessman she knew. Deeply moved by the story of this young woman, she asked David to do some research and make initial contact with them – she was considering a gift. After making a significant 6-figure gift, David asked Catherine if he could call the father and let him know that she had made the gift to the foundation in his and his daughter's honor. With her blessing, David made the call and heard the grateful tears in his eyes

After David left the foundation to start his own consulting business, he continued his relationship with Catherine and learned that she had been born in a New York City hospital run by the Cabrini Missionary Sisters, a new client. As Catherine became more and more interested in the local, national and international scope of the Cabrini Sisters' charitable work, she eventually named the national organization as a beneficiary in her will.

Approximately one year later, Catherine fell and broke her hip, leading to a lengthy stay in the assisted nursing unit of her local hospital. Upon her release, and with no family, she felt that she may need to move into an assisted living facility. On her behalf, David contacted two organizations: a facility run by the Cabrini Missionary Sisters and one other. A week after receiving information from the Sisters, she fell again, was admitted to the local emergency room, and made the decision that she needed to go to a nursing home. She called the Cabrini Nursing Home, and they took her right away. She recovered and remained in this nursing home until she passed away at 93 years of age.

When Cabrini was formally notified of Catherine's gift, it was one of the largest that they had every received.

Catherine's Legacy – valuable lessons learned:

- **If you invest your time and truly get to know your donors – as the wonderful, complex, and fascinating individuals they are – you will benefit from the relationship much more so than if you see them as simply donors.**
- **It's okay to develop a friendship – and sometimes, that's exactly what you're supposed to do.**
- **Know when to suggest that someone else may be more appropriate for your donor to talk with to meet his or her needs.**
- **Get to know your donors' professional advisor(s), especially as they encourage you to do so.**
- **Stay in regular contact – some will value your commitment, and others will give you the signals to let you know that enough is enough.**
- **Never underestimate the generosity and wealth of your donors.**
- **A planned gift can allow your donor to help an organization they care about without compromising his or her lifestyle in any way.**
- **Your donor's bequest may well be the largest individual gift that the organization has ever received.**

And, most importantly, fundraising/development – and this life – is about the relationships we find and nurture. Caring for your donors – and the people you meet every day – is the best gift any of us have to offer.



Memphis Jewish Community Center Memphis, TN

A dream five years ago, the Memphis JCC Waterpark, a fabulous extension to their existing outdoor pool was one of the three centerpieces of their very successful \$15M capital campaign. Now entering its fourth summer, Memphis families continue to enjoy this outstanding facility.

Grant Writing Update

Foundations tend to limit their support to a specific city, state or geographic region. Here are some steps you can take to improve your odds of success:

1. Review the list of charities that received grants within the couple of years. Find out the amounts awarded and how they were to be used.
2. Contact recipients of past grants to learn more. What process did they follow in approaching the foundation? Who was their primary foundation contact? What advice might they offer you? (Although some nonprofits may be reluctant to share that information, others may be willing to share what they know.)

It's important to approach the foundation knowing as much as possible about how it operates, what it supports and doesn't support and what needs to occur to make your cause a high funding priority.

— Lisa Kaufman, Senior Consultant, DVA
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Charitable IRA Rollover Expired

Will it be extended for a third time? Twice before Congress has extended the rollover late in the year, but made it retroactive. It's still unclear whether they will do it again. Inform your donors that they should not make IRA gifts now with the plan to recharacterize their withdrawal later.

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"A great issue David – and I was THRILLED to see the feature on Ms. McCarty. I remember that like it was yesterday! I still have her book here on my desk, and it's a constant reminder of the power of true philanthropy. No fancy words, no need for recognition. Her heart, soul and actions were incredibly powerful, so much more so than any words or external marketing efforts. Thanks David – keep up the great work!"

— Mike Volan, CFRE
Vice President & Senior Consultant
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