



# TO FUND A MOVEMENT

Now and for Generations to Come

**National Task Force on LGBTQ Planned Giving  
March 2018**

## VISION

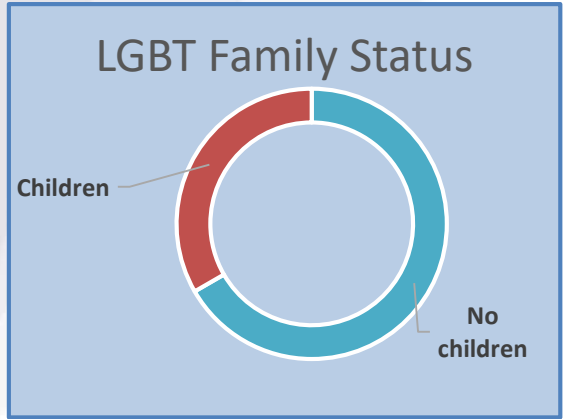
**An LGBTQ movement and LGBTQ communities throughout the country with the financial resources necessary to secure and safeguard the full legal and lived equality of every LGBTQ person in the United States**



# PRINCIPAL FINDINGS

## (1) Planned giving presents an unprecedented opportunity for the LGBTQ movement

- Trillions for charity in generational wealth transfer
- Estimated \$8 billion for LGBTQ causes in next 20 years
- **What ? !**
  - \$1.4 trillion to charity
  - If 3% of population is LGBTQ = \$41.7 billion
  - If only 1 in 5 charitable legacy dollars for LGBTQ causes = \$8.34 billion
- Total likely is still **higher**



*Individuals without children are 3X more likely to make a charitable planned gift*

Source: Boston College Center on Wealth and Philanthropy



## PRINCIPAL FINDINGS *(cont'd)*

### (2) LGBTQ people are open to making LGBTQ-focused planned gifts

- **16% have committed to an LGBTQ planned gift**
- **35% say they would be “likely” to**

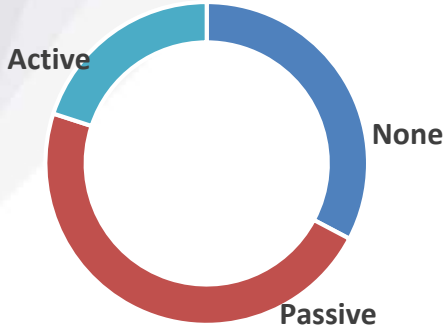
*Source: LGBT Giving Project National Survey*

# PRINCIPAL FINDINGS *(cont'd)*

## **(3) Organizations have little capacity to move on this opportunity**

- **80% have none or passive program only per Task Force survey**
- **Investment leads to results**

Survey: Status of Planned Giving Program





## PRINCIPAL FINDINGS *(cont'd)*

### (4) The timing is both right and urgent

- Stonewall generation is passing away
- Many more LGBT people raising children
- Wealth transfer peak coming quickly
- Current threats make clear our movement can take nothing for granted



## FINDINGS CONCLUSIONS

**(1) Imperative to take advantage of this magnificent opportunity**

- Move ASAP
- Invest for both near-term and on-going potential

**(2) Need clear strategies**

- Test hypotheses
- Build knowledge
- Are practical
- Are **bold** and scalable

## CORE COMPONENTS OF STRATEGY



**Warehouse** of planned giving resources for organizations to use to advance their programs



**Pilot projects** with organizations engaging in training and active donor/advisor outreach to advance their planned giving and the field's knowledge



**National campaign** to encourage planned giving among donors and advisors



**Research** to advance planned giving knowledge for the field

Monitoring, evaluation, and learnings applied to the field





# 1) COMMON RESOURCE WAREHOUSE

- Goal: provide centralized p/g resources
- Geared for different levels of development
- Advantages
  - Provides ready-to-use info, templates, etc.
  - Minimizes duplication of effort



## 2) PILOT/DEMONSTRATION PROJECTS

- Goals
  - Realize new resources for movement
  - Test, iterate, and refine concepts and strategies
- Basic features
  - Approx. 5 cohorts with 5-7 participants each
  - Equity lens applied
  - Elements to include tailored TA, goal-setting, training, and financial incentive programs



## 2) PILOT PROJECTS: INCENTIVE PROGRAMS

- Current pay-off for future, larger gift
- Motivation for potential donors (current + future impact)
- Incentives for LGBTQ nonprofits (cash now)
- Models
  - Jewish communities
  - ACLU and Planned Parenthood
- Pilots will test models



### 3) NATIONAL VISIBILITY CAMPAIGN

- Goal: to inspire potential LGBTQ planned giving donors
- Nationally branded and promoted campaign
  - “Ride” off of Stonewall 50 (but don’t compete)
  - Likely require a major corporate partner



## 4) TARGETED RESEARCH

- To supplement existing knowledge from national LGBT Giving Project
- Central focus on:
  - Donor motivations and deterrents
  - Effective messaging

# FIVE-YEAR BUDGET ESTIMATES

| Component                                   | 5-Year Total       |
|---|--------------------|
| Project management                          | \$1,000,000        |
| Resource warehouse                          | \$120,000          |
| Pilot program (except financial incentives) | \$800,000          |
| National Awareness Campaign                 | \$770,000          |
| Research                                    | \$60,000           |
| Evaluation                                  | \$150,000          |
| <b>Sub-total</b>                            | <b>\$2,900,000</b> |
| Financial incentives for pilot participants | \$2,100,000        |
| <b>Total of all elements</b>                | <b>\$5,000,000</b> |





## TWO FINAL THOUGHTS

The LGBTQ opportunity in planned giving will **never** again be as immense as it is today – and for the next 10-20 years

The best time to plant a great tree is 20 years ago.

The second best time is today.



# NATIONAL TASK FORCE MEMBERS

|                        |   |
|------------------------|---|
| Richard Burns          | LGBT Giving Project (Lead Consultant)                       |
| Stephen Chan           | The Boston Foundation (VP of Strategy and Operations)       |
| Jerry Chasen           | SAGE (Director of Legacy Planning)                          |
| Cece Cox               | Resource Center (Dallas) (CEO)                              |
| Roger Doughty          | Horizons Foundation (President)                             |
| Kris Hermanns          | Pride Foundation (CEO)                                      |
| David Jobin            | Our Fund (Executive Director)                               |
| Chuck Loring           | Loring, Sternberg, and Associates (Partner)                 |
| Bill McDermott         | LA LGBT Center (Chief Development Officer)                  |
| Ben Francisco Maulbeck | Funders for LGBTQ Issues (President)                        |
| Clarence Patton        | The Pipeline Project (Founder and Director)                 |
| Thai Pham              | Lambda Legal (Deputy Director of Development)               |
| Terry Stone            | CenterLink (CEO, former)                                    |
| Adam Swaim             | Human Rights Campaign (Director of Planned Giving, former)  |
| Mohammad Zaidi         | American Civil Liberties Union (Director of Planned Giving) |
| Campbell & Company     | Lead consultants  |



# EVALUATION AND COORDINATION

## Evaluation

- Woven into every component
- Ultimate goal to take to national scale (assuming central hypotheses prove out)

## Coordination

- Possible shared “ownership” model
- To be settled in near future



# OUTCOMES

## Local/regional level

- Tens of millions in future LGBTQ nonprofit support secured
- 25 + key LGBTQ nonprofits with on-going p/g programs
- Increased local/regional philanthropic support

## National/movement level

- Hands-on resources for LGBTQ groups at all levels of the movement to leverage
- Strategies and tools to generate billions of dollars for LGBTQ causes – now and for generations to come