

FUND RAISING IN CHALLENGING TIMES

Co-Presented by



Diocese of Rockville Centre

*Rockville Centre, New York
March 11, 2009*

WHERE DO WE GO FROM HERE?

In recent weeks, many who have attended past Sharpe training programs and others have asked for a seminar designed to help nonprofits address a number of fund development issues in light of the economic, demographic, and political challenges that continue to unfold.

For nearly half a century, The Sharpe Group has been privileged to play a central role in helping thousands of nonprofit organizations and institutions nationwide maximize their funding. Sharpe's experience began at the outset of the tumultuous decade of the 1960s. We continued through the crises of the oil embargo of the early 1970s, the decade of economic stagflation that followed, the deep recessions of the early 1980s and 1990s, the crash of 1987, the S&L meltdown, the bursting of the tech bubble, and the aftermath of 9/11. Sharpe has served a core group of leading institutions through all of these events—and has learned many lessons from those experiences.

In 1988, following the “Crash of 1987,” Robert F. Sharpe, Jr., Barlow Mann, and other Sharpe faculty conducted over 20 seminars nationwide titled *Update 88*. Many who attended that series found it helpful in achieving funding success in the wake of the events of 1987 and the recession that followed into the early 1990s.

Today, Sharpe is pleased to partner with the Diocese of Rockville Centre to provide an informative and significant program to benefit the Diocese and all the nonprofits in the area.

“Endowment is the key word to the campaign. Resting awhile from brick and mortar, it is purposed to concentrate on obtaining an impregnable financial backing, as the surest guaranty, not only for permanency, but for the highest grade of work as well... One of the brightest hopes lies in the increasing number of able people who are remembering [the University] with large donations, in the form of annuity gifts, named endowments, and bequests. The day of larger accomplishments is at hand.”

University Annual Report following Panic of 1908.

“A survey of gifts and bequests to forty-nine American colleges and universities since 1920 indicated yesterday that gift receipts declined only 2.3% for the nine years from 1930 to 1938, compared with the nine previous years of prosperity... *Although gifts showed a decrease in depression years, the amount of bequests showed a sharp increase.*”

New York Times, April 4, 1939.

In response to recent events, Sharpe and the Diocese announce *Fund Raising in Challenging Times*, a seminar to be held in Rockville Centre on March 11. Other locations will be announced soon.

Following is a seminar agenda. The core content is designed to help nonprofit management understand how an unprecedented mix of economic, political, and demographic factors is combining to demand significant changes in the way we conduct major current and deferred gift fund development efforts.

SUMMARY OF CONTENT

This seminar represents a more in-depth treatment of the research and analysis contained in the three Sharpe client memoranda published at www.sharpenet.com/uncertaintimes.

Participants will learn:

- Why levels of giving have historically proven resilient even in times of severe economic downturn
- Why bequests and other planned gifts assume greater importance and may grow to 50% or more of funding
- Why higher income taxes may reduce levels of giving and lower estate taxes may lead to increased giving
- Why gifts of noncash assets may be more important than ever
- How temporary private foundations can be a key source of funds
- What is the primary source of unrestricted reserve funds and why rebuilding endowments will be critical
- How mis-marketing planned gifts can reduce funding now and in the future
- Why the charitable tax deduction amount is rarely the value of a gift
- How “endowment campaigns” can lead to financial challenges
- Why advisors will increasingly be central to completing major current and deferred gifts

Who should attend?

This seminar is designed for those who must soon make and implement the critical decisions that will affect the future of their fund-raising efforts. That includes:

- Chief Executive Officers
- Chief Operating Officers
- Chief Financial Officers
- Vice Presidents for Development
- Directors of Development
- Planned Giving Specialists
- Major Gift Officers

Board members and other volunteers involved in planning and implementing fund development activities will also find this seminar of interest.

“The total given to philanthropy over the years remains on a fairly even but rising curve. It is remarkably steady in absolute amount though as a percentage of national income it has shown up and down fluctuations. For the fact is that philanthropy does not go up in proportion to prosperity or down in proportion to depression.

From one standpoint this balance is a good thing. It indicates that the individual considers philanthropy, to a large degree, a fixed part of his cost of living.”

Yearbook of Philanthropy 1947-48

AGENDA

Registration

9:00-9:30 a.m.

Session I – Looking Back and Moving Forward – Historical Perspectives

9:30-10:20 a.m.

Recent economic conditions have no doubt presented challenges, but these challenges are not unprecedented. Past experience tells us that Americans continue to give generously even in times of economic distress. But history also tells us they tend to make their gifts in different ways. Discover what the combination of a rapidly changing donor base, uncertain economic conditions, a volatile stock market, and proposed tax policy will mean for the ways donors give in coming years. Learn lessons from past periods of recession and surprising trends in philanthropy during the Great Depression and other more recent periods of sustained economic downturn.

Session II – The Best Gifts in Today’s Environment

10:30-11:30 a.m.

With fluctuations in the stock market, lower returns on bonds, and other factors, which gifts make the most sense under current conditions? Learn what options lie between an outright gift today and a future estate commitment from a younger person. This session will highlight valuable gifts with tangible benefits for the charitable recipient in the near term as well as ideas to help donors meet other needs that might otherwise preclude a gift. The concept of blended gifts that meet current, capital, and endowment needs will be explored. This session will be of special interest to those who work with major donors of all ages.

Session III – Endowments and Reserve Funds – Rethinking and Rebuilding

11:40 a.m.-12:30 p.m.

Is endowment something to be desired—or something to be discouraged? Now more than ever it is important to understand the distinctions among pure endowment, quasi-endowment, and unrestricted reserve funds. What endowment restrictions are appropriate and which may be regretted? How can restricted bequests resulting from endowment campaigns become a financial albatross during economic downturns? Where does endowment come from? Can it be raised through a “campaign?” This session will start with basic definitions and proceed to concrete solutions to the challenge of building—and in some cases replacing—endowment and reserve funds.

Lunch on your own 12:30-1:30 p.m.

Session IV – Alternative Gifts in Capital Campaigns

1:30-2:30 p.m.

What is the role of bequest commitments and other planned gifts in capital campaigns? In light of current economic challenges, should bequests, trusts, and similar gifts play a greater—or lesser—role in meeting campaign goals? This session will look at alternative approaches to valuation and crediting of planned gifts in various types of campaigns. Included are examples of gift plans

that can result in major gifts and increased endowment within the time frame of a campaign or within a reasonable time thereafter.

Session V – Working With Family and Advisors

2:40-3:30 p.m.

Donors' family members along with attorneys, accountants, asset managers, and other advisors will play an increasingly critical role in the planning, implementation, and management of larger current and deferred gifts—especially when working with older donors. Understanding various conflicts of interest and other issues that can arise prior to—and after—the completion of a gift will be vital. This session focuses on ways to work with advisors to ensure that gifts are completed in a timely manner.

Questions & Answers

3:30-4:15 p.m.

Open forum for discussion of seminar content and opportunity for participants to raise other issues of special interest to them.

LOCATION

Rockville Centre, New York

March 11, 2009

Parish Center at St. Agnes Cathedral

29 Quealy Place

Rockville Centre, New York

Parish Center main entrance located off North Village Avenue

By train, take the Long Island Railroad to Rockville Centre Station
(see www.mta.info for schedules)

For customized directions, visit www.stagnescathedral.org. Click
“Cathedral,” then click “Directions.”

FACULTY

Robert F. Sharpe, Jr.

President, The Sharpe Group, Memphis, TN. An honors graduate of Cornell Law School, Mr. Sharpe practiced law with a major law firm specializing in income, estate, and gift taxation and corporate planning. Prior to practicing law, he served as a development officer for a liberal arts college. He has authored many articles and other publications covering numerous gift planning topics. His remarks on this subject have been featured in *The Wall Street Journal*, *The New York Times*, *The Financial Times*, *Newsweek*, *Forbes*, *Smart Money*, *CBS Market Watch*, *The Chronicle of Philanthropy*, *The Chronicle of Higher Education*, *CASE Currents*, *Trusts & Estates*, *Kiplinger's*, and other national publications.

Mr. Sharpe is a member of the editorial board of *Trusts & Estates* magazine. He also serves as a board member of the GIVING USA Foundation and is a member of the bequest methodology committee of GIVING USA. He co-chairs the legislative affairs committee of the Giving Institute, formerly the American Association of Fundraising Counsel (AAFRC). He is a co-author of the Model Standards of Gift Valuation adopted by the National Committee on Planned Giving (NCPG).

Tony Martignetti, Esq.

Managing Director, Martignetti Planned Giving Advisors, New York, NY. Mr. Martignetti has been serving the planned giving needs of nonprofits since 1997.

As founder and managing director of Martignetti Planned Giving Advisors, he leads a company dedicated to supporting compelling nonprofit missions. His thousands of conversations with older Americans have shaped his understanding of how our elders plan for their future and his consulting typically has him working closely with CEOs, CDOs, CFOs, boards of trustees, and finance committees.

Mr. Martignetti is expert in the technical, marketing, and relationship-building aspects of gift planning. His expertise has been cited in *The Wall Street Journal*, *Dow Jones Newswires*, *Bloomberg Wealth Manager*, *The Chronicle of Philanthropy*, *Nonprofit Times*, *Lipper Hedgeworld*, *New York Daily News*, and *Long Island Business News*.

He served as a captain in the U.S. Air Force and earned his degrees from Carnegie Mellon University and Temple University School of Law.

In its five years, Martignetti Planned Giving Advisors has raised over \$50 million in face value gifts for clients.

REGISTRATION



901.761.4268
Fax form and mail payment



The Sharpe Group
8700 Trail Lake Dr. West, Suite 222
Memphis, TN 38125
Mail form and payment



1.800.238.3253, ext. 5313
Register by phone

Please register the following person(s) for *Fund Raising in Challenging Times* in Rockville Centre:

Name _____

Title _____

Name to appear on name tag _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Tuition (must be prepaid):

Enclosed is my check in the amount of \$_____.

To pay by Mastercard, VISA, or American Express, please call 1-800-238-3253, Ext. 5313 or e-mail
seminars@sharpenet.com

\$195 for single registration, \$95 for each additional registration from the same organization. *Tuition refundable if
cancellation notice received within 5 days of seminar.*

Additional registrants:

Name _____ Title _____

Name _____ Title _____