Major gifts guide for charities

Help your major donors harness the power of asset giving

National Christian Foundation®

ncfgiving.com

Your work isn't just a job. It's a calling.

You have big dreams for the cause that has captured your heart. But even with donor support and visionary thinking, have you found that your major plans don't have major gifts to fund them?

That's where we come in. The National Christian Foundation (NCF) comes alongside nonprofit leaders with the charitable expertise they need to engage their major donors in a robust asset giving program that produces significant results.

> This guide will help you understand what asset giving is and why it's important, how to spot the most common signs a complex gift might be right, how to identify and engage potential donors, and the steps you need to get started.

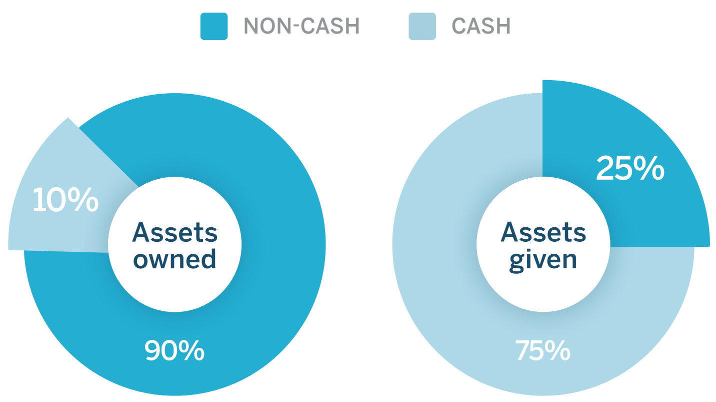
We can help you and your donors harness the power of asset gifts. We regularly receive and liquidate non-cash assets and then send grants to approved charities to support their work.

Asset giving 101

Non-cash giving is the process of giving appreciated assets, like business interests, real estate, and stocks directly to charity. Gifts of this type may be significantly more tax efficient for your donors, resulting in more for your charity.

Why is asset giving so important?

Many donors make all their charitable gifts from cash, even though most of their wealth is held in non-cash assets. When you show them how to tap into the power of all their resources – not just cash – you may be able to help them give more than they ever dreamed possible.



Source at ncfgiving.com/noncash

- Business interests
- Real estate
- Private investments
- Securities
- Personal property
- Retirement assets
- Life insurance
- Intellectual property
- Loan notes
- Oil, gas, mineral rights

Learn more at
ncfgiving.com/assetgiving ⟶

Who to look for

Your best potential donor for asset gifts is typically a:

- Business owner
- Serial entrepreneur
- Real estate investor
- Half-timer
- Retiree
- Corporate executive or professional
- Heir to family wealth

Donor profile conversation guide

Tell me about your family. What role does each member play in your business?

Tell me how you got connected with our organization.

What about our particular cause piques your interest?

What's most important to you? Advocating for our cause? Helping out with a specific project? The personal impact of generosity on your life? Or making a community impact?

What does impact look like to you? If we could dream big, what would you like to see accomplished through this organization?

What to look for

The best asset giving opportunity usually arises when a donor:

- Owns an income-producing asset that could fund their giving
- Is contemplating a potential sale or liquidation of an appreciated asset
- Has income they are paying taxes on that they don't need to fund their lifestyle
- Asks about charitable giving tools, like a donor-advised fund, a charitable gift annuity, or a charitable trust

Donor profile conversation guide

We've seen people with similar investment situations make the most of tax-efficient giving strategies that allow them to increase their giving.

With the potential sale of your business, have you considered the tax-efficient possibilities of making a gift?

With your current career trajectory, would it be helpful to talk with someone who has helped many others further their charitable objectives by giving more tax-efficient assets?

Can you tell me a little bit more about what you're trying to give?

Next steps: Here's how to get started

1. Contact your local NCF team to discuss the donors who would be the best prospects for asset giving. They can provide a gift calculator for a donor to see the potential charitable impact of his or her asset gift. Visit us at **ncfgiving.com/teams** to connect with the team nearest you.

2. Introduce the concept of asset giving to your best donor prospects. Visit **ncfgiving.com/donor-resources** for a variety of resources you can share, including one-page sheets and videos.

3. Introduce NCF as a strategic charitable partner with experience in helping a donor make an asset gift.

4. Take an NCF local team member with you to an introductory meeting with a donor as an asset gift opportunity arises.

5. Determine the donor's desire and intent for pursuing an asset gift. Timelines can vary from a week to multiple years, depending on the donor's circumstances and gift complexity.

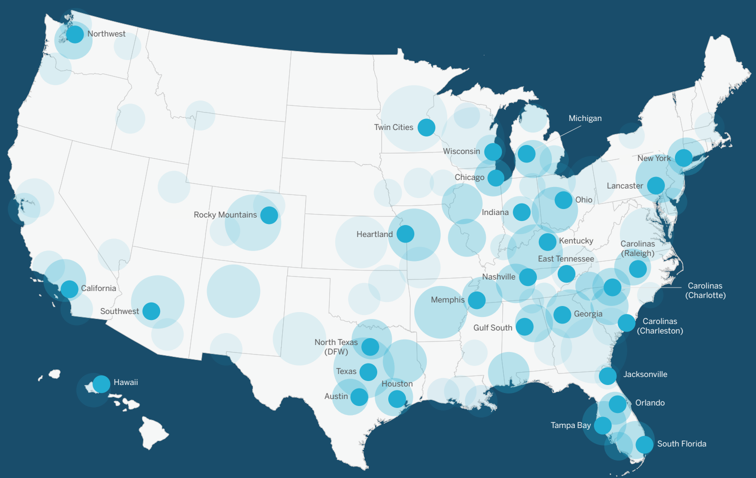
The NCF difference

We sit at the unique intersection of generosity partners, cause experts, gift planners, experienced professionals, and faithful givers. Our role among these charitable giving innovators ensures that you have access to a creative generosity ecosystem you won't find anywhere else.

$25B+	$6B+	35K+	425+
Grants to charities since 1982	Value of complex gifts since 1982	Families guided in generosity	Nationwide staff to support you

With you, wherever you are

With local teams serving in more than 180 communities nationwide, our growing network connects you to thought leaders and experts in generosity, a community of peers, and creative giving opportunities across the country.



Connect with your local NCF team today →

ncfgiving.com/teams or (800) 681-6223