

National Committee on Planned Giving  
Leadership Assembly  
June 19, 2008

## MINUTES

*Note: An asterisk (\*) in the minutes indicates that PowerPoint slides on this topic are available in the Council Leadership Resources section at [www.ncpg.org](http://www.ncpg.org).*

Russell Howes, chair, NCPG Board of Directors, opened the Assembly and welcomed delegates.

NCPG President and CEO Tanya Howe Johnson, provided an overview of the role and purpose of the Assembly and presented NCPG's Ends Policies.\* She introduced the NCPG staff, and led attendees in thanking Director of Membership Barb Owens, who is leaving the staff after 20 years of service to NCPG.

Craig Wruck, government relations advisor to the board, reviewed NCPG's legislative and regulatory activities.\* He discussed the status of efforts to extend the charitable IRA rollover provisions that expired at the end of 2007 and noted that there is a good chance the provisions will be extended, but less chance they will be made permanent, and expanded to allow donors to make contributions from IRAs when they are 59½ and to allow contributions to deferred gift instruments, including trusts. Bills including the extension have been introduced in both the House and the Senate. In the weeks preceding the Assembly, two attempts were made to bring these bills to a vote, but to date a vote has not taken place. Craig encouraged the attendees to contact their legislators to discuss the importance to charity of the IRA rollover provisions.

Craig also provided an update on the work of a task force that is currently enhancing NCPG's *Charitable Life Insurance Evaluation Guidelines*, which are available at [www.ncpg.org](http://www.ncpg.org) in the Ethics and Standards section. He noted that the first edition of the Guidelines provided a framework for analysis of giving plans that involve life insurance. The task force will provide additional guidance on best practices in managing insurance programs and red flags that clearly are cause for concern. The task force will provide a draft for review by the board of directors in October.\*

Russ Howes, reported on the NCPG *Guidelines for Reporting and Counting Charitable Gifts*.\* He reviewed the basic premises of the NCPG approach to counting gifts, which includes reporting outright, irrevocable and revocable gifts separately, and counting gifts at face value. He introduced Suzanne Iler of the Nashville Planned Giving Council. Suzanne discussed the experience of her employer, the YMCA of Middle Tennessee, in conducting a campaign structured according to the NCPG counting guidelines.

Shari Fox presented an overview of the recommendations of NCPG's Strategic Directions Task Force.\* A key finding of the task force is that the focus of "gift planning" has expanded beyond the traditional deferred/split interest vehicles. Gift planning is now seen as a field of practice, not a specialized profession. NCPG's future directions must consider ways to engage and serve the entire field.

Bruce Makous, Planned Giving Council of Greater Philadelphia, and Brian Sagrestano, Gift Planning Council of New Jersey and Planned Giving Council of Greater Philadelphia, members of NCPG's Gift Planner Profile 5 Task Force, reported on key findings from the survey, which was conducted in August and September of 2007.\* A full report of the survey findings will be

published in the 2<sup>nd</sup> quarter 2008 issue of *The Journal of Gift Planning*, and regional salary reports may be ordered from NCPG. Among other findings, the survey data shows that full-time gift planners are a very small minority in NCPG's membership, and that most members spend 25% or less of their time on traditional planned gifts.

Barbara Yeager, NCPG director of operations and editor, *The Journal of Gift Planning*, reported on The Journal and the NCPG Online Library. She noted that content in the library is free to NCPG members, and encouraged delegates to use library resources to enhance council programming.\*

Rob Hilbert, member of the Iowa Planned Giving Council and of the conference program committee, provided information about the 2008 National Conference on Planned Giving, October 22-25 at the Hyatt Regency Hotel in Denver, Colorado.\* This year's conference focuses on "techniques, best practices, marketing and more." Rob noted that conference sessions are presented in various formats, including "key issues" sessions, which allow attendees to meet with facilitated affinity groups, focused on organizational issues or specific tools and techniques. The track for nonprofit leaders (CEOs, CFOs, VPs, etc.) will continue this year, along with tracks that include major gift planning and a track for professional advisors. Online registration is now open.

Tanya Howe Johnson reported on individual and council membership status, with statistics from the 100 ICDMS councils through April 30, 2008.\* She noted that the majority of individuals belong to both NCPG and a local planned giving council. For ICDMS councils, the membership retention rate is 81%, and the average number of new members is 7 per year. Tanya discussed her experience facilitating strategic planning sessions for local councils, and highlighted key NCPG services to councils, including:

- 501(c)(3) umbrella
- New council start-up assistance
- Presidents Listserv
- Online Speakers Bureau Directory
- Annual Council Leaders Workshop
- Council Resources Section of [www.ncpg.org](http://www.ncpg.org)

Tanya Howe Johnson previewed the organization's new brand and name, which will be formally announced at the conference in October, and used beginning January 1, 2009. The board considered recommendations of the Strategic Directions Task Force, and worked with an association branding consultant to develop a brand that would be more inviting to all the groups involved in charitable gift planning. The new name is Partnership for Philanthropic Planning, and the mission statement is "Charitable giving made most meaningful." The councils received the first group of tools for implementing local rebranding efforts. More tools, including guidance for those councils that wish to change their names, will be available in the Council Leadership Resources section at [www.ncpg.org](http://www.ncpg.org).

***Note: Assembly attendees are encouraged to share information about the new brand and name with their council boards to facilitate planning. However, the new name should not be announced to council members, the press or the public before October 25, 2009.***

### **Business Meeting**

Russ Howes convened the annual business meeting. He presented the minutes from the 2007 Assembly of Delegates.

A motion by Chris Kelly, Planned Giving Roundtable of Southeast Michigan, and seconded by Greg Lassonde, Northern California Planned Giving Council, to accept the minutes of the 2007 Assembly of Delegates was unanimously approved.

NCPG board treasurer Heidi Jark reported on the role of the board in overseeing the organization's financial management.\* She reviewed executive limitations that guide decisions made by the CEO and staff and reported that NCPG is currently in compliance with all policies.

Tanya Howe Johnson reported on financial management of the organization, including revenue and expenses for 2007, and projections for 2008.\* She noted that dues income does not fully cover the cost of membership services, which must be covered by other revenue sources. In the past, the conference has provided a large percentage of NCPG's total income, though staff has been working to reduce dependence on conference revenue. She reviewed the organization's current endowment and reserve position.

Gary Pforzheimer, NCPG chair-elect and a member of the Nominating Committee, presented the nominating committee's report, including the slate of candidates to serve board terms from 2009 through 2011.\* He reviewed the qualifications and considerations involved in selecting board candidates, and the process for reviewing nominees.

A motion by Dennis Clark, Planned Giving Group of Connecticut, seconded by Chris Kelly, Planned Giving Roundtable of Southeast Michigan, to approve the slate of candidates for the NCPG Board of Directors was unanimously carried by voice acclamation.

Russ Howes invited new business from the floor. No new business was raised, and the business meeting was adjourned at 12:00 p.m.