

National Committee on Planned Giving
Assembly of Delegates
July 12, 2007

Andy Latchem, 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.

Tami Tarpley, director of strategic initiatives, presented an update on components and activities of the LEAVE A LEGACY® program. She premiered the PSA that is now available for use by local programs, and that will appear as a special feature on the DVD release of the film "The Ultimate Gift."

NCPG Board Chair-elect 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 Middle Tennessee 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.

Tanya Howe Johnson reported on individual and council membership status, with statistics through May 31, 2007. She noted that the majority of individuals belong to both NCPG and a local planned giving council. She discussed her experience facilitating strategic planning sessions for local councils, and noted that NCPG board members have spoken to more than 30 councils in the past year. She reminded delegates of requirements for maintaining nonprofit status under NCPG's 501(c)(3) umbrella. NCPG will keep councils posted of new IRS requirements for filing by nonprofit organizations. She highlighted NCPG's council services, including:

- president's listserv
- Council Leadership Resource center at www.ncpg.org
- speakers bureau
- council taking points
- council awards program

Tanya listed top issues she has identified during strategic planning sessions with councils.

- recruiting new members
- engaging and retaining members
- serving multiple constituencies
- recruiting new leaders
- understanding the role and relationships of LEAVE A LEGACY

Chris Yates, chair of the NCPG Strategic Directions Task Force, reported on the task force's findings and its recommendations to the board. He noted that the field has expanded to include many people who are not gift planning specialists, and 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, so the membership association model and NCPG's name and brand, limit our ability to engage these diverse constituencies.

Bruce Makous and Brian Sagrestano, who are serving on NCPG's Gift Planner Profile 5 survey task force, reported on the survey which will be launched on August 1. The survey will collect salary data and update the demographic profile of NCPG members.

Craig Wruck, government relations advisor to the board, reviewed NCPG's legislative and regulatory activities. He noted that, like the PPA 2006, future legislative activity will probably include both reforms and incentives. Current projects include the "Public Good IRA Rollover Act," which has been introduced in both the House and the Senate. NCPG expect this legislation may be added as an amendment to a future tax bill. This bill would make the charitable IRA rollover permanent, lifts the \$100,000 cap, and allows distributions to be made to planned gifts. Craig encouraged delegates to ask their representatives to sign on as co-sponsors, and to visit the Government Watch Center on the NCPG web site to learn more about activities and respond to specific calls for action.

Craig reviewed the recommendations of NCPG's *Charitable Life Insurance Evaluation Guidelines*, which are available at www.ncpg.org in the Ethics and Standards section. He provided an update on current developments in the insurance industry. He noted that promotion of complex insurance programs continues and that there is increasing scrutiny of them from legislators and regulators. Craig will chair a task force that identifies abuses and unacceptable practices among known life insurance programs. He asked for volunteers to join that task force.

Eric Swerdlin, NCPG board and DAF Task Force member, reported on the activities of NCPG's Donor Advised fund Task Force, which has provided comments to the IRS regarding the use of DAFs, and also plans to develop best practices related to deployment of donor advised funds by charities.

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.

Heidi Jark, board member and conference program chair, provided information about the 2007 National Conference on Planned Giving, October 10-13 at the Gaylord Texan resort in Grapevine, Texas. Online registration is now open. She noted that conference sessions are presented in various formats, including affinity groups, ask the expert sessions and traditional breakout sessions. A new track for nonprofit leaders (CEOs, CFOs, VPs, etc.) will be added this year, along with a one-day marketing symposium. She explained that sessions are chosen by the Conference Committee from an open call for presentations.

Business Meeting

Russ Howes presented the minutes from the 2006 Assembly of Delegates.

A motion by Grant Whitney, Planned Giving Group of Greater New England, and seconded by Chris Kelly, Planned Giving Roundtable of Southeast Michigan, to approve the minutes of the 2006 Assembly of Delegates (with one correction) was unanimously approved.

NCPG board treasurer, Mark Melson, reported on the role of the board in overseeing the organization's financial management. He 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 revenue and expenses during the past year. 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 reported that the LEAVE A LEGACY program does not produce income, and the board has allocated money from reserves to cover expenses related to the program. She reviewed the organization's current endowment and reserve position.

Wally Munro, NCPG past-chair and chair of the Nominating Committee, presented the nominating committee's report, including the slate of candidates to serve board terms from 2008 through 2010. He reviewed the qualifications and considerations involved in selecting board candidates, and the process for reviewing nominees.

A motion by Cliff Whalin, Kentuckiana Planned Giving Council, seconded by Ginny Finn, Planned Giving Council of Eastern Wisconsin, to approve the slate of candidates for the NCPG Board of Directors was unanimously carried by voice acclamation.

Andy Latchem invited new business from the floor. No new business was raised, and the Business meeting was adjourned at 11:55 a.m.