

# PLANNED GIVING COUNCIL START-UP GUIDE

---

An introduction to policies and procedures for organizers of planned giving councils affiliated with the Partnership for Philanthropic Planning.



---

233 McCrea St., Suite 400 Indianapolis, IN 46225-1030  
317/269-6274 • FAX 317/269-6276  
info@pppnet.org • www.pppnet.org

# COUNCIL START-UP PROCEDURES

*The Partnership recommends these steps for starting a new planned giving council.*

## 1. Preliminary “Market” Research

Refer to [www.pppnet.org](http://www.pppnet.org) to identify the nearest organized council(s) and determine the geographic area your council will logically represent. Then use phone books, Chamber of Commerce materials, professional directories, and other local sources to determine whether academic and religious institutions, hospitals, charitable organizations, accounting and legal firms, financial and estate planners, life insurance agents, banks, and other organizations provide a sufficient membership base. Remember that you will need to maintain a sustaining membership of at least 15 people. It is important to include a mix of professionals from nonprofit and for-profit organizations.

## 2. Establish a “steering committee”

Make every effort to recruit local professionals who are well-known in the community and active in planned giving. The steering committee should include development officers and representatives from among the following professions:

- attorney
- CPA
- bank trust officer
- life insurance agent
- licensed stock/securities broker
- real estate agent
- financial and/or estate planner

## 3. Elect officers

A Nominating Committee (appointed or volunteer) should identify a slate of candidates. Officers may be elected directly by the council members by written or oral consent. The council may also choose to elect a Board of Directors, which will elect officers from among its members. Be sure to appoint a liaison to communicate with the Partnership, or give this responsibility to one of your council's officers.

## 4. Name your council

Guidelines for council names that include the words "Partnership for Philanthropic Planning" are available in the Council Resources section at [www.pppnet.org](http://www.pppnet.org). If you have questions about these guidelines, contact Tami Tarpley, Director of Strategic Initiatives, at [ttarpley@pppnet.org](mailto:ttarpley@pppnet.org) or (317)269-6274.

## 5. Develop bylaws

These should include a mission statement or statement of purpose and briefly address membership requirements; terms of office for officers; election procedures; minimum meeting requirements; dues and/or expenses (bylaws samples are available from the Partnership). A Board of Directors and committees can be developed as the council grows.

## 6. Schedule and publicize meetings

The first meetings should attract potential members by providing opportunities for both networking and professional education.

## 7. Communicate with Partnership headquarters

The council president or Partnership Liaison is responsible for communicating:

- officer names and changes
- all questions and concerns

# RECRUITING COUNCIL MEMBERS

## Making Contacts:

- Send direct mail to the development office of every local nonprofit institution.
- Make a brief presentation at meetings of local professional organizations.
- Provide all council members with five prospect cards and ask them to identify potential members.
- Allow members who bring a colleague to attend meetings for half price.

## Stress the benefits of council membership:

- Networking and mentoring within the local planned giving community.
- Stronger relationships among gift planners and donor advisors.
- Continuing planned giving education.
- Current information on the local climate for planned giving.

## Promote the council's affiliation with the Partnership and the benefits of individual membership in the Partnership:

- Registration discounts and special invitations to educational programming that includes the National Conference on Philanthropic Planning and virtual seminars.
- *The Journal of Gift Planning*, featuring articles by the nation's top gift planning authorities.
- Free access to articles from The Journal and papers from the national conference in the Partnership's Online Library.

- GIFT-PL, the e-mail discussion group where hundreds of Partnership members share information and advice.
- Special access to pals™, the national position listing service for jobs in gift planning.
- Research projects that explore theories and trends relating to gift planners, donors and planned gifts.
- Timely information on national policies affecting charities and gift planning.

For more information on Partnership member benefits, visit [www.pppnet.org](http://www.pppnet.org).

## COUNCIL GOVERNANCE MODEL

A term limit of one to two years is suggested for council officers. The following responsibilities should be assigned to an officer or to a committee if the group is large enough:

### President:

- Conduct meetings and council business.
- Correspond with Partnership headquarters.
- Serve as second or alternate delegate to the Partnership's annual Leadership Assembly.
- Co-sign council checks.
- Monitor and participate in NCPG-PRES, the e-mail discussion list for council presidents (council presidents are automatically subscribed to the list during their terms).

### President-elect:

- Conduct business in the President's absence.
- Aid other officers as requested.
- Serve as delegate to annual Leadership Assembly.

### Secretary:

- Maintain minutes of meetings.
- Coordinate and distribute all council publications (may act as Partnership Liaison).

### Treasurer:

- Maintain financial records.
- Collect council start-up dues.
- Collect meeting fees or other payments.
- May process council dues rebate checks from the Partnership.
- Pay bills.
- Co-sign council checks.

### Program Chair:

- Select topics and speakers for meetings.
- Coordinate meeting site and arrangements.

### Partnership on Philanthropic Planning Liaison:

- Receive FYI copies of most council membership communications from the Partnership.
- Include an update Partnership activities on the agenda of every council meeting.
- Keep the council president informed of important Partnership dates and deadlines.
- Work with the Partnership's membership staff to coordinate the administration of the Integrated Council Data Management System (ICDMS) if the council is participating.

## INTEGRATED COUNCIL DATA MANAGEMENT SYSTEM

Your council may choose to have the Partnership manage your member records, dues billings and annual renewals using the Integrated Council Data Management System (ICDMS). There is no charge for this service, and it relieves volunteers from many very important but time-consuming membership administration tasks.

In ICDMS, the Partnership provides the following services:

- **Maintain** a database of your council members and produce (**with at least 48 hours notice**) rosters, mailing labels, and other reports. Partnership members may update their own record using the Partnership's Online Membership Directory at <http://my.pppnet.org>.
- **Develop** membership application and renewal forms for your council, using the dues rate you set. Forms can be revised whenever dues are changed. Forms will encourage joint membership in the council and the Partnership, but will also provide the option of council-only and Partnership-only membership.
- **Mail** membership application forms to people from your geographic area who call Partnership headquarters to inquire about membership. The Partnership will also supply the council with these forms to use in membership recruiting.
- **Conduct** an annual renewal campaign, mailing dues renewal forms and membership materials to your current members on the first day of the month in which their council membership expires.
- **Collect** all dues, retain Partnership dues if they have been paid, and return council dues to the council on a weekly basis.

If your council would like to participate in ICDMS, please contact Belinda Gillett, Membership Operations Manager, at [bgillett@pppnet.org](mailto:bgillett@pppnet.org) or (317)269-6274 for enrollment instructions.

If your council chooses **NOT** to participate in ICDMS, you will maintain your own membership records. Council members will not receive national benefits (e.g. *The Journal of Gift Planning*, discounted conference registration) **unless they join the Partnership as individual members**, in addition to joining your council. Your council will be asked to submit a current roster of members to verify your dues payment category at the time of the annual council dues assessment.

## DUES PROCEDURES

### Council Dues

The council should determine what it will charge each member for dues. Council dues should provide operating capital for the council (including marketing costs, meeting costs, speaker expenses, administrative costs). Some thought should be given to the possibility of future dues increases and the timing of these increases, so that members can be informed well in advance.

The cost of some council services or programs may be paid by the individual members or their institutions. Many councils assess meeting costs separately from dues to encourage pre-registration and ensure more accurate meal counts.

If the council participates in ICDMS, member dues will be collected by the Partnership and returned to the council on a weekly basis. Meeting costs and other fees assessed separately from dues should be collected by the council.

To prepare to receive dues, the treasurer or other appointed council leader should:

- Apply for a tax I.D. number using IRS form SS4. This number must be obtained before the council can apply to be included in the Partnership's 501(c)(3) umbrella status.
- Open an account in the name of the council with two official signatures for co-signing checks.
- Investigate the procedure and benefits of incorporating your council.

### Partnership Dues

Each council pays annual dues to maintain its affiliation with the Partnership for Philanthropic Planning. Dues are assessed for payment by July 1 at the following rates:

#### Full affiliation

- council with fewer than 50 members ..... \$100
- council with 50 to 149 members ..... \$200
- council with 150 to 249 members ..... \$300
- council with 250 to 349 members ..... \$400
- council with 350 or more members ..... \$500

Note: Provisional council affiliation is available for a maximum of one year for a fee of \$100. This fee is payable at the time provisional membership is established. The council will be assessed dues for full affiliation as soon as it has fulfilled all the criteria for full affiliation.

A council pays Partnership dues according to the number of "active" members in the council. Active members are current in their payment of council dues.

## COUNCIL PROGRAMMING IDEAS

A variety of formats can be used in programming; however, programs should always include time for both education and networking. Following are two examples:

**Format I:**

1 hour	basic training session
1/2 hour	meal and networking
1 hour	intermediate or advanced session

**Format II:**

1/2 hour	networking session
1 hour	training session
1/2 hour	small discussion groups

### Sites

Seek meeting space at members' institutions. Or contract with one site for a year or more of regular meetings to receive volume discounts.

### Planning topics and locating speakers

The Partnership encourages you to use the Syllabus for Gift Planners as a general outline for planning council programming. A Speakers Bureau Directory that provides contact information for many speakers who are available to present council programs is online in the Council Resources section at [www.pppnet.org](http://www.pppnet.org). Each speaker lists the Syllabus areas he or she is prepared to address. The Directory includes all national Partnership board members, who are available to speak to councils for reimbursement of expenses only.

A goal the council should consider is publication of an annual education calendar that can accompany your membership materials.

### Publicity

- Plan ahead so you can publicize the name and credentials of your speaker.
- At the current meeting, announce the next meeting.
- Send direct mail to members with a tear-off registration form.
- Send press releases to local newspapers and to newsletters of affiliated professional organizations.
- Submit public service announcements to local radio and TV stations.

## NATIONAL GOVERNANCE

Local planned giving councils have the following responsibilities for governance of the Partnership for Philanthropic Planning:

- Recommend and ratify bylaws changes.
- Elect the Partnership's Board of Directors.
- Review ends policies, strategic directions and long-range objectives and make recommendations to the Partnership Board of Directors.

These activities are carried out at the annual Leadership Assembly. Councils with 150 or fewer members are entitled to one voting delegate; councils with more than 150 members may send two voting delegates to the Assembly.

## NATIONAL INVOLVEMENT OPPORTUNITIES

Council presidents can assist members who wish to participate in the following activities by contacting Partnership headquarters for additional information.

- ♦ Serve on national task forces that are formed to achieve specific goals. Past task forces have developed standards and best practices (e.g., the Guidelines for Counting and Reporting Charitable Gifts), conducted research projects and evaluated strategic initiatives.
- ♦ Serve as a voting delegate at the annual Leadership Assembly.
- ♦ Recommend candidates to serve on the Partnership Board of Directors.

- Submit articles for publication in *The Journal of Gift Planning*.
- Submit abstracts for in the Call for Presentations for the National Conference on Philanthropic Planning.
- Participate in the Partnership's Speakers Bureau and present programs on technical or professional issues to other planned giving councils or affiliated groups.

**NOTE:** items in the previous list marked with a ♦ are not available to members of provisional councils, or to council members who are not also members of the Partnership. Delegates from provisional councils may attend the Assembly, but may not vote.

## WORKING WITH AFFILIATED GROUPS

Within the fundraising and for-profit professions, there are many organizations whose members share the interests of the Partnership's members. Part of our mission is to foster cooperation with these groups and educate their members about philanthropic planning.

Your local community may have chapters of these and other organizations: Association of Fundraising Professionals; American Bar Association; Institute of Certified Financial Planners; American Society of CLU and ChFC; National Association of Estate Planners and Councils.

Contact these groups, as well as local banks, community foundations, and donor groups to investigate co-sponsorship or participation in:

- LEAVE A LEGACY®
- planned giving or fund raising seminars
- National Philanthropy Day events
- community education events
- joint board/committee participation
- a local speakers bureau
- a collection of technical reference materials at the local public library

## LEAVE A LEGACY®

LEAVE A LEGACY is the Partnership's outreach program designed to educate the public about the need and resources for philanthropic planning. The Partnership encourages your council to sponsor LEAVE A LEGACY in your community. For more information about the program, contact Barbara Yeager, Director of Operations, at [byeager@pppnet.org](mailto:byeager@pppnet.org) or visit [www.leavealegacy.org](http://www.leavealegacy.org).

# Partnership for Philanthropic Planning Application for Council Affiliation

The undersigned officers agree that we understand and are prepared to comply with the Criteria for Member Councils (enclosed). We understand the responsibilities and privileges of a member council of the Partnership as described in this guide. We have completed steps 1-3 of the Council Start-up Procedure (page 1) and request Partnership affiliation for the following council.

## Name of Council

\_\_\_\_\_

## Officers

President \_\_\_\_\_

Signature \_\_\_\_\_

Additional Officer \_\_\_\_\_

Signature \_\_\_\_\_

Please identify office \_\_\_\_\_

## Council President (Governance Contact)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

E-Mail \_\_\_\_\_

Term \_\_\_\_\_ year(s)

## Partnership for Philanthropic Planning Liaison (Administrative Contact)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

E-Mail \_\_\_\_\_

Term \_\_\_\_\_ year(s)

## Demographic Information

What geographic area does your council serve?

\_\_\_\_\_

\_\_\_\_\_

Where will your council meet?

\_\_\_\_\_

## Council Leadership Information

When do your council leadership elections take place?

\_\_\_\_\_

When does your council leadership take office?

\_\_\_\_\_

Your council leaders serve a term of \_\_\_\_\_ year(s)

**Please attach a list of members and return this form with a check for the \$100 provisional membership fee to:**

Belinda Gillett, *Membership Operations Manager*  
Partnership for Philanthropic Planning  
233 McCrea St., Suite 400 • Indianapolis, IN 46225-1030