



# What Do Donors Want?

Once you know the answer, you can help donors make good decisions.

By Terrence Fernsler

## Invest in Charity: A Donor's Guide to Charitable Giving

By Ron Jordan and Katelyn L. Quynn. 238 pages. Hardcover. New York: John Wiley & Sons, [www.wiley.com](http://www.wiley.com).

We're a long way from the days when donors let charitable organizations decide how best to use their gifts. Today's contributors want more accountability. There are now professionals whose sole job is advising the wealthy (their fees don't make it practical for the rest of us) how and where to donate.

The wisdom of such professionals has been gleaned in this comprehensive book. With clarity and depth, it takes donors through the steps to make good giving decisions. It explains the benefits of different types of gifts — such as gifts of life insurance, trusts, gifts through estates and retirement plans — to both the donor and organization, and when each is most appropriate. For example, gifts of life insurance generally work best for donors who are young or

**It's important for nonprofits to help donors make wise giving decisions.**

middle-aged, or as part of an asset replacement arrangement.

The authors urge donors to look at their investment portfolios for securities they can use to fund the gift. They explain planned giving options, such as a gift with a retained life estate, charitable remainder trust, charitable gift annuity, deferred gift annuity, or conservation easement. They also discuss private foundations, supporting organizations, and donor-advised funds, which offer wonderful options to donors who want to make large gifts while maintaining greater involvement in philanthropic pursuits.

The authors remind donors that they have rights when making charitable gifts — rights to information about the charity, its policies,

and its board and administration. The charity must not engage in unethical practices and must make sure the donor receives the appropriate IRS charitable deduction.

The process of making a gift is a negotiation. People donate money because of philanthropic motivations that match their interests. They also want to know the tax consequences of charitable gifts. Thus, the authors explain the benefits of gifts on income, estate, capital gains, and gift taxes.

This book is an excellent guide for making gifts — especially large gifts — to nonprofit organizations. It will help development officers, volunteers, and all of us in the nonprofit sector understand what donors want to accomplish when making a charitable gift so that we can serve them better. ■

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## Most People Support Cause-Related Marketing, Study Shows

Eight in 10 Americans responding to a new survey say that corporate support of nonprofit causes wins their trust in that company, a 21% increase since 1997. The Cone Corporate Citizenship Study ([www.coneinc.com](http://www.coneinc.com)) shows that young people are most likely to change their buying habits to support cause-related marketing. For tips on creating such partnerships with corporations, see "Nonprofits Must Take the Lead in Business Alliances," *Nonprofit World*, Vol. 20, No. 2 (available free at [www.snpo.org/members](http://www.snpo.org/members)). □