Sharpe 3-Day Planned Giving Academy

The Essentials of Gift Planning and Taxes

Tuesday, February 23, 2021

11:00 AM ET Session I: Overview and 2021 Tax Updates

What the seminar will cover over the three days and how and when various federal taxes will impact popular gift planning techniques. Plus, updates on tax changes enacted and anticipated for the year. The content will apply to new gift planners as well as more experienced fundraisers dealing with donors considering larger current and deferred gifts.

12:00 PM ET BREAK

12:30 PM ET Session II: Essentials of Federal Tax Treatment of Charitable Gifts

Most people have a vague understanding that they can save taxes by giving to charity and that these tax incentives make philanthropy more attractive. Less understood, however, is how these savings occur, who they apply to and the underlying federal tax treatment of charitable gifts for income, estate and other federal taxes.

1:30 PM ET BREAK

2:00 PM ET Session III: Understanding Charitable Bequests and Simple Remainder Gifts

Wills have historically been the primary method of transferring assets at death, but today testamentary assets are increasingly transferred through revocable living trusts and even outside of the traditional estate administration process. This session will cover wills, revocable living trusts and assets that are transferred with designation of beneficiary documents, such as retirement plans, insurance policies and some financial accounts.

3:00 PM ET Questions & Answers/Preview of Day Two

Wednesday, February 24, 2021

11:00 AM ET Session IV: Understanding Charitable Gift Annuities

Second only to charitable bequests in popularity, this session will explore the basics of this popular gift vehicle in three forms—immediate, deferred and flexible CGA—as well as when each might be used. This session will also walk through tax implications and potential "tax traps," special ways to use gift annuities, state and federal regulation of annuities, who makes these gifts, typical CGA donor characteristics and why donors make these gifts.

12:00 PM ET BREAK

12:30 PM ET Session V: Understanding Charitable Remainder Trusts: Annuity Trusts & Unitrusts

People who have included, or plan to include, bequests to charities in their wills or living trusts often might be better advised to "accelerate their bequests" through a charitable remainder trust that provides a gift at death, but additionally offers income tax deductions, capital gains tax benefits, the assistance of a skilled trustee, the satisfaction (and recognition) of making a lifetime gift, plus a variety of other potential benefits. This session will discuss the different types of charitable trusts and their operations.

1:30 PM ET BREAK

2:00 PM ET Session VI: Understanding Charitable Lead Trusts

In the wake of 2017 tax reform, it has become increasingly clear that charitable lead trusts (CLTs) will continue to play an important role in philanthropic planning. CLTs can help wealthy donors make larger charitable gifts while also timing inheritance transfers and generating a variety of tax benefits for their charitable gifts. We will also discuss why lead trusts may appeal to a broader segment of donors than you might expect.

3:00 PM ET Questions & Answers/ Preview of Day Three

Thursday, February 25, 2021

11:00 AM ET Session VII: Case Studies of Larger Gifts

An interactive discussion with examples and case studies on identifying opportunities for structuring larger gifts. Participants will discover how various gift planning vehicles can help donors combine personal and philanthropic objectives in a cost-effective and beneficial fashion.

12:00 PM ET BREAK

12:30 PM ET Session VIII: Essentials of Marketing Larger Gifts

How segmented approaches using a mix of communication techniques and channels can help donors make their gifts in the best ways without disrupting other fundraising initiatives. A sample marketing plan and calendar will be included to help you fine tune your own gift planning marketing strategies to reach your best prospects at the right time in their lives to consider various gift options.

1:30 PM ET BREAK

2:00 PM ET Session IX: Charitable Giving Outlook for 2021

A look at what may be around the corner in light of unfolding economic, political/tax and health concerns. Will the *Tax Cuts and Jobs Act of 2017* be repealed this year? What else might we expect to develop on the tax and gift planning front in 2021 and beyond?

3:00 PM ET Questions & Answers