


Major gifts guide for charities

Help your major donors unlock
the power of non-cash giving



National Christian
FOUNDATION®

A decorative element consisting of several green, glossy leaves of a plant, positioned on the left side of the page, partially overlapping the text area.

Your work isn't just a job. It's a calling.

You have big dreams for the cause that has captured your heart. But even with donor support and visionary thinking, have you found that your major plans don't have major gifts to fund them?

That's where we come in. The National Christian Foundation (NCF) comes alongside nonprofit leaders with the charitable expertise they need to engage major donors in a robust non-cash giving program that produces significant results.

This guide will help you understand what non-cash giving is and why it's important, how to spot the most common signs a complex gift might be right, how to identify and engage potential donors, and the steps you need to get started.

We can help you and your donors unlock the power of non-cash gifts. We regularly receive and liquidate these assets and then send grants to approved charities to support their work.

Non-cash giving 101

Non-cash giving is the process of giving appreciated assets, such as business interests, real estate, and stocks directly to charity. Gifts of this type may be significantly more tax efficient for your donors, compared to selling the asset and then giving the proceeds to charity.

Why is non-cash giving so important?

Many donors make all their charitable gifts from cash, even though most of their wealth is held in non-cash assets. When you show them how to tap into the power of all their resources – not just cash – you may be able to help them save on taxes and give more than they ever dreamed possible.



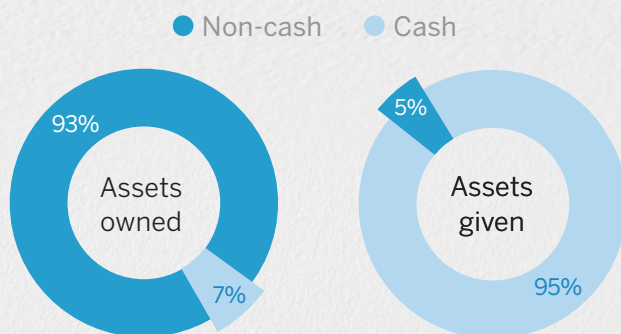
Appreciated securities



Real estate



Business interests



Source at ncfgiving.com/noncash

Visit ncfgiving.com for more resources you can share with your donors about non-cash giving



Who to look for

Your best potential donor for non-cash gifts is typically a:

- Business owner
- Serial entrepreneur
- Real estate investor
- Half-timer
- Retiree
- Corporate executive or professional
- Heir of family wealth

Donor profile conversation guide

Tell me about your family.
What role does each member play in your business?

Tell me how you got connected with our organization.

What about our particular cause piques your interest?

What's most important to you? Advocating for our cause? Helping out with a specific project? The personal impact of generosity on your life? Or making a community impact?

What does impact look like to you? If we could dream big, what would you like to see accomplished through this organization?



What to look for

The best potential non-cash giving opportunity happens when a donor is:

- Contemplating the sale or liquidation of an appreciated asset
- Paying too much in taxes on income they don't need to fund their lifestyle
- Owning an income-producing asset that could fund their giving
- Asking about charitable giving tools, such as a donor-advised fund, a charitable gift annuity, or a charitable trust

Quick conversation guide

With the upcoming potential sale of your business, have you considered the tax-efficient possibilities in making a gift prior to a sale?

With your current career trajectory, would it be helpful to talk with someone who has helped many others in furthering and increasing their charitable objectives by giving more tax-efficient assets?

We've seen people with similar investment situations take advantage of tax-efficient giving strategies that allow them to increase their giving.

Can you tell me a little bit more about what you're trying to give?

Next steps: Here's how to get started

- 1 Contact your local NCF team member to discuss the donors who would be the best prospects for non-cash giving. They can even run a gift illustration for a donor to see the potential size and tax savings of his or her non-cash gift. Visit us at ncfgiving.com/locations to connect with your nearest NCF team.
- 2 Introduce the concept of non-cash giving to your best donor prospects. Visit ncfgiving.com for a variety of resources you can share, including one-page sheets and videos.
- 3 Introduce NCF as a strategic charitable partner with experience in helping donors make non-cash gifts.
- 4 As non-cash gift opportunities arise, your NCF local team member can accompany you to an introductory meeting with donors.
- 5 Determine the donor's desire and intent for pursuing a non-cash gift. Timelines can vary from a week to multiple years, depending on the donor's circumstances and gift complexity.



Growing generosity nationwide

Every day, from coast to coast, NCF's local teams help givers, advisors, charities, and churches discover innovative giving solutions to unlock more generosity for God's kingdom.



Connect with your NCF team today
at ncfgiving.com or 800.681.6223



\$18 billion

in grants to charities since 1982

With hearts set on getting money to charities fast, the NCF community of givers has one of the highest grantmaking rates of all donor-advised fund providers.



350+

team members across the country

For decades, NCF's charitable giving teams have helped hundreds of advisors come alongside their clients to explore tax-efficient strategies for increased charitable giving.



\$6 billion

in complex gifts received

With an experienced, in-house charitable giving team, we've received more than 3,000 complex gifts, like business interests and real estate.



90,000+

charities and churches supported

From youth ministry to homelessness, human trafficking to disaster relief ... the causes NCF givers support are as varied as the passions God has placed on their hearts.

