The Major Gifts Guide for Charities

HELP YOUR MAJOR DONORS UNLOCK THE POWER OF NON-CASH GIVING
Your work isn’t just a job. It’s a calling.

That’s why you have big dreams for the cause that has captured your heart. And your donors are dreaming big with you as well. But even with their support, have you found that often your major plans don’t have the major gifts to fund them?

That’s where we come in. At the National Christian Foundation (NCF), we believe that God has called us to come alongside non-profit leaders with the charitable expertise they need to engage major donors in a vibrant 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 gift triggers, how to identify and engage potential donors, and the steps you need to get started.
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 come with significant tax advantages for your donors, as compared to selling the asset and then giving the proceeds to charity.

Why is non-cash giving so important?

Many donors make 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 can help them save on taxes and give more than they ever dreamed possible.

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

*IRS averages data from 2014-2019
Four gift triggers: Here’s 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 sale of your business, have you considered options for lowering your potential tax liability?

With your current career trajectory, would it be helpful to talk with someone who specializes in lowering income tax liability while furthering your charitable objectives?

We’ve seen people with similar investment situations take advantage of giving strategies that allow them to reduce their income tax liabilities while increasing their giving.

Can you tell me a little bit more about what you’re trying to give?
Non-cash donor profile: Here’s 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?
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 calculator illustration for a donor to see the potential size and tax savings of his or her non-cash gift. Visit 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/toolbox 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 local teams serve givers, advisors, charities, and churches with innovative giving solutions from an experienced team of charitable giving professionals.

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

$14.5 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.

$4.5 billion
in complex gifts received

With an in-house team of experienced professionals, we’ve received more than 2,700 complex gifts such as business interests and real estate.

300+
team members ready to serve

Every day, our local NCF teams serve givers, advisors, charities, and churches with innovative giving solutions from an experienced team of charitable giving professionals.

71,000+
charities and churches supported

From youth ministry to homelessness, evangelism to adoption, human trafficking to disaster relief ... the causes NCF givers support are as endless as the imagination.

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