

## 2. What planned giving support and services are needed by your station?

22 Station Responses

Answers	Respondent
<p>Station recently acquired Crescendo Interactive for eNewsletters/eLiterature, new station Planned Giving Officer hired, year of birth recently appended to all files in Team Approach database, recurring on-air planned giving/bequest spots continue to run 1x/day.</p>	Anonymous
<p>We are participating in the LFP program and are therefore receiving a lot of assistance re: major giving. Planned Giving is a subset that we have not concentrated on.</p>	Anonymous
<p>Who couldn't use such information?</p>	Anonymous
<p>How to position Planned Giving on radio? We do this on print and TV, but not radio.</p>	Anonymous
<p>Since this is a new initiative for the station, help in all areas/facets is needed.</p>	Anonymous
<p>We are planning to be more active regarding planned giving and could use assistance in determining whether to establish an endowment and what to consider if we do.</p>	Anonymous
<p>Planned giving is coordinated through the university's development staff</p>	Anonymous
<p>We're just getting started so we'll look at everything.</p>	Anonymous
<p>It would be great if public radio would create on air spots similar to what PBS created several years ago for use by stations. As it is, we create those here at the station.</p>	Anonymous
<p>Enjoyed the "leadership for Philanthropy's" 1st year in radio because I know that's an area we need to improve, but since then we've lost 1/3 of our staff to budget cuts, so I'm just trying not to lose some of the gains from last year. MG is a long term project.</p>	Anonymous

We're just getting started with planned giving as an organized strategy. All input valued.

Anonymous

Small is our staff. Having our one person dedicated to both development and underwriting ....and plans for a grant writer soon....make overload a real problem. How will we do planned giving adequately?

Anonymous

We have a solid track record in planned giving, and work with a local Community Foundation for Charitable Gift Annuities and other longer-term giving mechanisms. All we need is more available staff time to spend time with prospects.

Anonymous

Starting from scratch with this, and almost from scratch with major giving - we're in the LFP program this year.

Anonymous

WE HAVE NO PLANNED GIVING PROGRAM –

Anonymous

I would be willing to be trained in planned giving 101 so I could begin discussions with our donors.

Anonymous

Campaign planning

Anonymous

The University very generously provides the services above. When the station receives a bequest, it is to the good of the university.

Anonymous

Our staff has been to training on this and generally knows what to do. We have references to this in all our materials. But frankly, our staff is so small that we have a hard time concentrating on just this, though it is included in our communications with major givers.

Anonymous

I would like to see ideas from sources in addition to our University Development office.

Anonymous

Because we have coordinated, our Major Giving Officer is in regular contact with the universities giving officers and we are kept in the loop on process. We are permitted to customize our solicitations to recognize the station as the primary beneficiary of a planned gift.

Anonymous

### **3. My station is interested in offering donors charitable gift annuities and trusts if the gift administration is handled by an outside company and the program costs are minimal.**

#### **22 Station Responses**

<b>Answers</b>	<b>Respondent</b>
Not certain if this would be allowed by licensee or not?	Anonymous
We do this now with support by University.	Anonymous
Coordination of this method of fundraising would need to be coordinated with the University's Foundation and not an outside concern.	Anonymous
I'm pretty sure it's not allowed plus it's in-kind support so we pay nothing for it.	Anonymous
Our licensee has said they don't want any hassles involved in major gifts especially stock or land, BUT they do want to see us develop a Major Giving program through our "Friends of XXXX, Inc." auxiliary 501c3. The station already does have a specific endowment fund in the County Community Foundation, but we'd like to develop endowments in several other counties too.	Anonymous
We do this already with the University Foundation, who provides this instrument.	Anonymous
Ah,.... this should be the first question. What this questionnaire seems to be is a selling scheme for an "outside company" ..... It may likely wasn't constructed that way....but NPR/USA isn't a licensee either.	Anonymous
We already work with the state Community Foundation who manages our gift annuity program.	Anonymous
Great idea for other stations. Our administration is handled through a relationship with our local Community Foundation.	Anonymous
We would need to know more details, and would have to check to see if it's allowed by the University Foundation.	Anonymous
And, if there is pooled or shared liability for charitable gift annuities.	Anonymous
Would need to know more and have some conversations here.	Anonymous

Don't know if the licensee would allow it. I think they would.	Anonymous
Don't know how to answer, don't know what it means	Anonymous
I don't know for certain that they wouldn't allow it, but my guess is they would not.	Anonymous
This is not a program we're looking for, but if it was being offered and if it would benefit the station, I'd look into it.	Anonymous
But this may already be available to us through our University's planned giving officer.	Anonymous
This is an area that our university has very recently become involved with -- the past 6 to 8 months. Obviously, it's a totally new area to our station. We're just becoming aware of it. It's an area to explore.	Anonymous
Would have to go through the University Advancement/Foundation	Anonymous
We've not ask but I cannot imagine their approval.	Anonymous
No need to do this.	Anonymous

# University Station Alliance

A grassroots initiative for  
university-licensed stations

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