The Special Committee on Planned Giving was charged by Immediate Past President Janis Johnston to develop a program to encourage members to include AALL in their estate plans. We have completed our plan in the time period provided in the charge, which was after the Strait Endowment had been reached.

We recommend a modest investment of $3700 to contract with the Stelter Company to build a web site that will mirror AALL's web page. The company will provide a seamless link, so that members will not know that they have gone to a server that is not the Association's. Stelter will provide full content on the benefits to the individual and AALL of planned giving. Monthly updates will be provided, with fresh content. Any changes in tax law or gift law will be made within 24 hours. The content will be fully personalized, with a message from the AALL President. We will emphasize simple techniques of giving, such as life insurance, bequests, and trusts.

More information can be found at the company's website, http://www.stelter.com/web/custom/index.html. The product can be built within 3 weeks of contract signing. The Special Committee is satisfied that this company has an excellent reputation, a long history of providing this service to educational entities and other non-profits, and can be relied on to produce what is expected.

This Special Committee will mount a marketing initiative, with an article and regular ads in Spectrum, as well as LLJ, that will provide the U.R.L. to the website. We have been told that with an active marketing plan, AALL could start to see results in 3-5 years. Stelter will also prepare any brochures we may need, which could be included in Annual Meeting packets or inserting in Spectrum.

As the Special Committee will cease to exist in July 2005, plans will need to be made by the Vice President and the Executive Director as to how to continue the effort.
President-Elect Janis Johnston appointed the Taskforce in the spring of 2003. Our charge is to develop the documentation, mechanisms and publicity necessary to provide AALL members with an opportunity to invest in AALL’s long-term financial strength. We met during the Seattle Annual Meeting last year. We discussed both the charge and our limitation that no real activities could start until the Strait Endowment Funds have been secured. We decided that for the time being we would gather information on various vehicles for planned giving, and propose a program for Boston that would primarily educate members on the general concept and programs such as life estates, charitable remainder trusts, and gift annuities and secondarily inform attendees that AALL would be offering a legacy opportunity soon. The program proposal was not accepted.

Our Taskforce has attempted to define the reasons why our members – both active and retired – would support a planned giving endeavor. We hope to market the idea by asking members to contribute to the ongoing community of law librarianship and what it has provided them: education, life-long friendships, career advancement, and professional networking. We anticipate initially targeting all identified leaders who are at least sixty years old. We know that less than half of all “affluent” Americans have finished estate planning. Although our members may not be as well off as the captains of industry, we strongly suspect that the estates of a significant number of law librarians could accommodate naming AALL as a beneficiary. As 30% of these people are just starting to think about these issues we feel the time is ripe to roll out a planned giving opportunity.

During the coming year we will gather information on vehicles available from various banks, insurance companies, and investment houses. We are prepared to advise the Board on the best program(s) available that will make fiscal sense both to the members and to the organization. We know that we will have to create an incentive and have the numbers readily available before any program is announced. We will create a way of giving public recognition to members who participate in what will be offered, and we will develop a marketing plan by writing an article for AALL Spectrum, placing information on the AALLNet website, and again proposing a program for the San Antonio Annual Meeting.

The Task Force welcomes questions and suggestions from the Board. One specific issue we would like the Board to begin to address is what entity would take over the responsibility of this enterprise once the Task Force has recommended initial steps to take and goes out of business next year. Our final report will be submitted for the July 2005 Board Meeting in San Antonio.

Respectfully submitted,

Judy Meadows
Chair
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Special Committee on Planned Giving

The Task Force on Planned Giving is charged with developing a program to encourage members to include AALL in their estate plans. For many of our members, dues and funds to attend annual meetings are provided wholly or in large part by their employers. While our employing libraries do benefit significantly from member participation in AALL, individually each of us benefits greatly as well. The Planned Giving Program will be designed to develop further an emerging culture of individual financial contributions to the Association. The Task Force will develop the documentation, mechanisms and publicity necessary to provide our members with an opportunity to invest in AALL’s long-term financial strength.

The Executive Board has committed to deferring all other fund raising activities until the pledge of $100,000 is raised for the George Strait Minority Endowment. The targeted date for completing that pledge is July 2005. The Task Force on Planned Giving will have completed its charge so that the program can be launched as soon as the $100,000 Strait pledge is met, or sooner if a major planned giving donor is identified who wishes to name the Strait endowment in their estate plan.

The Task Force will consist of two members and a chair. The Executive Director and the Director of Finance and Administration will serve ex officio. The Task Force will complete its assignment by July 2005 and will prepare an initial report for the Executive Board at its Spring 2004 meeting.