



**CHARTERED ADVISOR IN PHILANTHROPY®**



## Overview of the Courses

### **COURSE MAP**

**GS-839:** Planning for Philanthropic Impact in the Context of Family Wealth

**GS-849:** Charitable Giving Strategies

**GS-859:** Gift Planning in a Nonprofit Context

### **MISSION**

To provide fundraisers and advisors with a common body of knowledge and a common credential enabling them to collaborate effectively at the planning table when the client's legacy is planned.

### **INSTRUCTOR**

Phil Cubeta, MSFS, CAP®, ChFC®, CLU®, Sallie B. and William B. Wallace Chair in Philanthropy, is responsible for the curriculum of the CAP® courses.

### **EMBLEM**

Our emblem stands for both knowledge of finance and passion for giving. By the CAP® symbol, clients and donors recognize an advisor or fundraiser committed to serving the donor's highest goals, in the context of an overall plan.



## Planning for Impact in the Context of Family Wealth

### DESCRIPTION

Welcome to GS-839: Planning for Philanthropic Impact in the Context of Family Wealth! This course focuses on how clients and donors can use financial planning, estate planning, and gift planning to advance their personal financial goals for self and family, while also having a positive impact on their community.

### LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Position yourself at the planning table where the client or donor's big dollars are planned.
- Emerge as the client or donor's trusted advisor, integrating charitable planning with the donor or client's overall estate and business planning.
- Help donors and clients achieve positive impact for self, heirs, and community.

### ASSIGNMENTS

1. Your Seat at the Planning Table
2. The Spirit of Our Work
3. Wealth in Families
4. Family Philanthropy
5. Your Philanthropic Roadmap
6. Give Smart: Philanthropy that Gets Results
7. Identity and the Adult Life Cycle in Legacy Planning
8. Free Art: The Case of the Stunned Heir
9. Case of the Forest Primeval
10. Positioning Your Practice and Your Process
11. Cross Cutting Summary and Exam Preparation

**BONUS ASSIGNMENT** - The Legacy Spectrum: Where Your Practice Fits

### TEXTS

Scott and Todd Fithian, *The Right Side of the Table*

Charles Collier, *Wealth in Families*

Thomas Tierney and Joel Fleishman, *Give Smart*

Mark Weber, *The Legacy Spectrum*

### READINGS

- Karoff, "Reflections on Two Decades of the Poetry and Practice of Philanthropy"
- Schervish, "The Moral Biography of Wealth"
- Wallace, "Remarks"
- US Trust Study of Advisor Donor Philanthropic Conversation, 2013
- US Trust, "Wealth and Worth" 2015
- US Trust, "Wealth and Worth" 2017
- National Center for Family Philanthropy, "The Value of Family Philanthropy"
- Remmer, "Raising Children with Philanthropic Values"
- Rockefeller Philanthropy Advisors, "Your Philanthropic Roadmap"
- TPI, "Passion: Discovering the Meaning in your Philanthropy"
- Angus, JD, "Mindfulness in Advisor-Client Relationships"
- Solie, "Unlocking the Communication Code of Seniors"
- Solie, "Communicating with Seniors"
- Solie, "Seniors: Losing Control"
- Solie, "Origins of Legacy"
- James, "Neuroimaging and Charitable Bequests"
- Lemoine, "What is Financial Planning?"
- Rockefeller Philanthropy Advisors, "Talking to Your Family About Philanthropy"
- Belber, "Transfer or Transition"
- Aucutt, "Creed or Code"
- Angus, "Family Governance: A Primer for Philanthropic Families"



## Charitable Giving Strategies

### DESCRIPTION

Welcome to GS 849: Charitable Giving Strategies! GS 849 focuses on explaining and placing the most common charitable strategies—both one by one and within an overall plan—to achieve donor goals for self, family, and community.

### LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Explain the features and benefits of each individual charitable tool.
- Compare and contrast the tools in the light of a donor or client's overall legacy plan for self, family, and society.
- Identify reasons advisors and fundraisers often collide, and the ways we may work more effectively together.

### ASSIGNMENTS

1. The Case of Jill Donor
  2. The Tax Framework for Charitable Giving
  3. Charitable Remainder Trusts, Gift Annuities, and Single Premium Immediate Annuities
  4. Charitable Lead Trusts
  5. Private Foundations
  6. Donor Advised Funds and Organizations Providing Them
  7. Life Insurance, Annuities, Qualified Plan Interests, and Bequests
  8. Other Charitable Tools and Techniques
  9. Planning for Gifts of Noncash Assets
  10. Three Generations of Hurleys
  11. Course Overview and Exam Preparations
- Bonus Assignment: The Riley Case

### TEXTS

Biebl and Ranweiler, *Charitable Giving Strategies*  
Craig Wruck, *Planned Giving in a Nutshell*

### READINGS

- Cubeta, “A Donor Friendly Overview of Charitable Tools”
- James, “Basic Tax Concepts” in *Visual Planned Giving*
- The Sharpe Group, “The Impact of the Tax Cuts and Jobs Act of 2017 on Charitable Giving”
- Kurlowicz, “The Basics of Charitable Giving”
- Baker, “CRT Handbook”
- James, “Introduction to Charitable Gift Annuities” in *Visual Planned Giving*
- James, “Taxation of Charitable Gift Annuities” in *Visual Planned Giving*
- James, “Charitable Lead Trusts” in *Visual Planned Giving*
- James, “Private Foundations and Donor Advised Funds” in *Visual Planned Giving*
- “Starting a Private Foundation,” from Council on Foundations
- Fidelity Charitable, “2017 Giving Report”
- National Philanthropic Trust, “2017 Donor Advised Fund Report”
- James, “Life Insurance in Charitable Planning” in *Visual Planned Giving*
- James, “Donating Retirement Assets” in *Visual Planned Giving*
- James, “Bargain Sales” in *Visual Planned Giving*
- James, “Retained Life Estates (Remainder Interests) in Homes & Farmland” in *Visual Planned Giving*
- RenSPG, “CRT Quick Guide”
- Hoffman, “Pooled Income Fund”
- The Nature Conservancy, “Conservation Easements”
- The Balance, “How to be a Better Donor and Have More Fun with a Giving Circle”
- Callahan, “The Bold and the Bland: Taking Stock of Chan and Zuckerberg’s Philanthropic Vision”
- Generosity Network, “How to Plan a Jeffersonian Dinner”
- Cubeta, “Doing Good, Doing Well, and Doing No Harm”
- Clontz and Raffin, “Quick Take-Aways”
- Leibell and Brunner, “Charitable Planning with Closely Held Business Interests”
- Fact sheet for William and Victoria
- Charitable illustrations for selected tools
- Fact sheet for John and his Children
- Selected charitable illustrations
- Holaday, “Discovery for JD and Mary Riley”
- Holaday, “Full Plan for JD and Mary Riley”

## Gift Planning in a Nonprofit Context

### DESCRIPTION

Welcome to GS 859: Gift Planning in a Nonprofit Context! GS 859 focuses on what nonprofits call “gift planning.” The course is designed to help board leaders, advisors, and nonprofits collaborate to create, count, and steward significant gifts.

### LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Identify the roles of the three sectors, how those roles are changing, and how the nonprofit sector is funded.
- Discuss the role of the nonprofit board and how fundraising is structured and managed.
- Discuss how planned, major, and blended gifts are raised, invested and stewarded.
- Discuss the rise of “the social economy” and impact investing.
- Discuss what high capacity donors want.
- See how “personalized” or “donor-focused planning” complements the value-based planning that is taught in the other CAP® courses.
- Discuss the ethics and ideals of gift planning as an emerging profession

### ASSIGNMENTS

1. America’s Nonprofit Sector
2. Ten Basic Responsibilities of Nonprofit Boards
3. Fundraising Responsibilities of Nonprofit Boards
4. Cultivating and Soliciting Major, Planned, and Blended Gifts
5. From Stewardship to Accountability
6. Philanthropic Planning in The New Social Economy
7. Gift Planning for Highest Capacity Donors
8. Making the Shift to Donor-Centered Philanthropy
9. Ethics and Ideals of Gift Planning as a Profession
10. Exam Review

### TEXTS

- BoardSource, *Ten Responsibilities of Nonprofit Boards*  
BoardSource, *Fundraising Responsibilities of Nonprofit Boards*  
Rodin and Brandenburg, *The Power of Impact Investing: Putting Markets to Work for Profit and Global Good*  
Meyers, *Personalized Philanthropy*  
Salamon, *The Resilient Sector*

### READINGS

- Marino, “Leap of Reason: Board Package”
- Fredericks, “Preparing an Airtight Script for the Major Gift Ask”
- Sharpe, “Examining the Role of Planned Gifts in Capital Campaigns”
- Manterfield, “Perfecting Donor Intent on Gifts to Charity - The Gift Agreement (From the Charity)”
- Newman, “Effective Gift Acceptance Policies and Procedures”
- Fi30.com, “Prudent Investment Process”
- PPP Guidelines for Reporting and Counting Charitable Gifts
- PPP Valuation Standards for Charitable Planned Gifts
- “NACUBO on College and University Endowments”
- Jay Steenhuisen, “Identifying Charitable Passions and Non-cash Gift Opportunities”
- Kathryn Miree, “How to Become an Expert in the Conversation of Philanthropy”
- Duska and Cubeta, “Ethics and Ideals of Gift Planning as a Profession”
- Debofsky, “Rethinking and Revising the ‘Donor Bill of Rights,’” *Trusts and Estates*, 2016





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### **OUR MISSION**

The mission of The American College is to raise the level of professionalism of our students and, by extension, the financial services industry as a whole. By imparting expert knowledge—and by emphasizing that such knowledge must be regularly renewed and ethically applied—The College seeks to strengthen not only our students’ professionalism, but also the financial security of individuals, families, businesses, and the communities they serve.

### **VISION**

As the leader in financial services education, The American College partners with companies, nonprofits, and professionals to help them realize their full potential, creating relevant learning opportunities that:

- Raise expectations and standards.
- Build significant, sustainable advantages for our students.
- Influence the industry and general public for the common good.

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