



NATIONAL ASSOCIATION of  
**Charitable Gift Planners**

# **Buster Mayberry Planning Documents**

# NOTES FROM BUSTER'S HIGH STATE UNIVERSITY DONOR FILE

This is all the information you--a new gift officer--have about Buster before you meet him. What do you notice that's important? What do you wish you knew that isn't in the notes?

# Notes from Buster's High State University Donor File

Class of '61, BS in Business

Total giving \$346,720 (average per year \$6,304)

Spouse: Rebecca Freeman Mayberry, Class of '61, Fine Arts/Education (deceased June 1979)

Children:     Hubert Mayberry, Class of '84, BS, Business  
                   Sally Mayberry, Class of '87, BA, Education  
                   Susan Alexander, Class of '88, BA, History  
                   Tina Alexander, Class of '90, BS, Economics  
                   Heath Mayberry, attended 1995-1997 College of Arts and Sciences

Date	Contact	Donation	Campaign	Notes
1961	B Hartley	\$35	Annual	
1962	B Hartley	\$35	Annual	
1963	Evans	\$150	Annual	
1965	Steven J.	\$500	Annual	
1966	Steven J.	\$500	Annual	
1968	Steven J.	\$1,500	Annual	Buster manages H.J. Robinson Painters
1969	H. Priestly	\$2,000	Annual	
1970	H. Priestly	\$2,000	Annual	Buster purchased H.J. Robinson company
1971	James	\$2,000	Annual	
1972	James	\$5,000	Capital	Buster is co-owner of Mayberry Associates Insurance Agency; \$25,000 pledge earmarked for new business library
1973	James	\$5,000	Capital	
1974	James	\$5,000	Capital	
1975	C. Howard	\$5,000	Capital	
1976	C. Howard	\$5,000	Capital	Pledge pay-off
1977	C. Howard	\$5,000	Annual	
1978	Russell Crane	\$4,000	Annual	
1980	Lawrence	\$75,000		Named Art History lecture hall in memory of wife, Rebecca
1985	S. Wilson	\$5,000	Annual	Buster is Owner/Manager of Mayberry Enterprises General Contractor
1986	Wilson	\$6,000	Annual	\$1000 designated for class gift
1987	James T.	\$6,000	Annual	\$1000 designated to School of Education
1988	James T.	\$6,000	Annual	\$1000 designated to College of Arts and Sciences
1989	S. Wilson	\$5,000	Annual	Discussed major gift options with Buster in silent phase of campaign; he declined
1990	Charles Burton	\$5,000	Capital	\$25,000 pledge earmarked for new student center (Buster's business is a contractor for the project)

1991	Charles B.	\$5,000	Capital	
1992	Charles B.	\$5,000	Capital	
1993	Charles B.	\$5,000	Capital	
1994	Janine Brocker	\$5,000	Capital	Pledge pay-off
1995	Janine Brocker	\$6,000	Annual	Buster opened Mayberry Sporting Goods, Inc.
1996	Janine Brocker	\$8,000	Annual	Talked to Buster about endowing his annual gift. He declined.
1997	Janine Brocker	\$8,000	Annual	
1998	Tom Black	\$8,000	Annual	
1999	Tom Black	\$8,000	Annual	Talked to Buster about gifts of stock. He declined.
2000	Alice J.	\$8,000	Annual	
2001	Allice J.	\$8,000	Annual	
2002	Alice J.	\$8,000	Annual	Talked to Buster about endowing his annual gift. He declined.
2003	Elaine Roberts	\$8,000	Annual	
2004	Elaine R.	\$8,000	Annual	Talked to Buster about blended gift opportunities. He declined.
2005	Elaine R.	\$8,000	Annual	Talked to Buster about gifts of retirement assets. He declined.
2006	Elaine R.	\$8,000	Annual	Talked to Buster about charitable options for business transition. He declined.
2007	Fred Jones	\$8,000	Annual	Talked to Buster about donor recognition society
2008	Fred Jones	\$6,000	Annual	
2009	Janice Sadstone	\$8,000	Annual	Buster sold his company to Dick's Sporting Goods and retired
2010	Janice Sadstone	\$8,000	Annual	Designated to Art History (talked to Buster about future plans for transition to Historic Arts focus)
2011	Janice Sadstone	\$12,000	Pledge	\$10K to Historic Arts program; \$2K to class gift
2012	Janice Sadstone	\$10,000	Pledge	Designated to Historic Arts program; Buster visited class; declined conversation with students
2013	Janice Sadstone	\$10,000	Pledge	Designated to Historic Arts program; Buster visited class; declined visiting artist reception
2014	Janice Sadstone	\$10,000	Pledge	Designated to Historic Arts program; Buster visited class, declined visit with museum director
2015	Janice Sadstone	\$10,000	Pledge	Designated to Historic Arts program; trying to locate memorial plaque for new conference room
2016	???			

# HANDOUT: BUSTER MAYBERRY ATTRIBUTE MAP

This worksheet is intended to help you keep track of the information you learn about Buster and sort it into categories that inform decisions about the most appropriate philanthropic strategies for Buster.

# Buster Mayberry Attribute Map

Suggested by Nano Tools for Leaders®, Wharton School of Business, University of Pennsylvania

	<b>Basic</b>	<b>Parking Lot</b> (things to learn more about—they may move to another column)	<b>Energizers</b>
<b>Positive</b> Things that Buster is committed to; that give him satisfaction.	(non-negotiables—any plan must include these)		(things that would really excite Buster)
<b>Negative</b> Things that Buster dislikes or would prefer to do without.	(things Buster would tolerate if balanced by positives)		(things to avoid at all costs)
<b>Neutral</b> Things that Buster doesn't care about or that don't add value.			No such thing.

The attribute map is intended to help you sort out things you learn from a prospective donor so that you can consider them as you begin to focus on a specific gift recommendation. The items that end up in the map may be similar for many donors, but they will show up in different places, depending on the donor's interests, priorities and family situation. For example, where might the following general issues fit on Buster's map?

- Charitable deduction/tax incentives
- Income for donor/spouse
- Complicated strategies
- Seeing gift in action
- Support for kids with special needs or issues
- Fair treatment for all kids/beneficiaries
- Tuition for grandchildren
- Support multiple charities
- A sense of legacy
- Desire for recognition
- Teaching offspring about philanthropy
- Security for spouse if donor should predecease
- Honor important people or events
- Being associated with a new venture/program/service
- Paying advisor fees
- Keeping control over life/assets/people/etc.

### **To complete the Positive row**

- Basics are non-negotiable. Any plan you propose to Buster must address this issue, but it may not be the thing he's most excited about.
- In the Parking Lot, note things Buster seems positive about; they may or may not be addressed in his charitable plan. See if you can address them without stepping into negative territory.
- Energizers are the most positive attributes. They are highly motivating aspects of the gift option(s) you will suggest to Buster.

### **To complete the Negative row**

- Tolerables are negative aspects that Buster may expect and be willing to accept. If you could eliminate something in this column, it might be an advantage for the gift option(s) you will propose.
- In the Parking Lot, note things Buster is generally skeptical of; see if there's a way to turn them into positives.
- Negative Energizers are very negative aspects of Buster's experience or perception that you should try to avoid, eliminate or resolve as quickly as possible.

### **To complete the Neutral row**

Use this space to make note of aspects of the situation that don't seem to matter to Buster one way or the other, even if they might be motivating or discouraging to another donor. You can figure out later whether these things have a place in your plan or in your discussion with Buster.

# HANDOUT: BUSTER'S ESTATE PLANNING WORKSHEET

Buster filled out this worksheet himself, but he hasn't discussed it with an attorney or other advisor. What do you notice? How does it change your ideas about Buster's philanthropic options?



# ESTATE PLANNING QUESTIONNAIRE

## I. FAMILY INFORMATION

A. Husband's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

County of Residence: \_\_\_\_\_ Telephone: (Work) \_\_\_\_\_

Telephone: (Home) \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Social Security Number \_\_\_\_\_

Citizen: United States \_\_\_\_\_ Other: \_\_\_\_\_ If Other, Which Nation? \_\_\_\_\_

Place of Employment: \_\_\_\_\_ Current Title: \_\_\_\_\_

Approximate Annual Income: \_\_\_\_\_

Health (including insurability): \_\_\_\_\_

B. Wife's Name: \_\_\_\_\_

Telephone: (Work) \_\_\_\_\_ E-Mail: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Social Security Number: \_\_\_\_\_

Citizen: United States \_\_\_\_\_ Other: \_\_\_\_\_ If Other, Which Nation? \_\_\_\_\_

Place of Employment: \_\_\_\_\_ Current Title: \_\_\_\_\_

Approximate annual income: \_\_\_\_\_

Health (including insurability): \_\_\_\_\_

C. Date of Marriage: \_\_\_\_\_ Place of Marriage: \_\_\_\_\_

Date Became Resident of Current State: \_\_\_\_\_ Prior Marriages: \_\_\_\_\_ Husband \_\_\_\_\_ Wife

Please describe any continuing obligations from any prior marriage.

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**D. Children of Present Marriage**

<u>Full Name</u>	<u>M/F</u>	<u>Date of Birth</u>	<u>Married?</u>	<u>Children? Health or Special Needs</u>
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**Children of Husband Outside of Current Marriage**

<u>Full Name</u>	<u>M/F</u>	<u>Date of Birth</u>	<u>Married?</u>	<u>Children? Health or Special Needs</u>
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**Children of Wife Outside of Current Marriage**

<u>Full Name</u>	<u>M/F</u>	<u>Date of Birth</u>	<u>Married?</u>	<u>Children? Health or Special Needs</u>
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**E. Other Beneficiaries**

Are there any other individuals (*e.g.*, parents, nieces, nephews, etc.) you wish to support?

<u>Full Name</u>	<u>Relationship</u>	<u>Address</u>	<u>Phone</u>
<hr/>			
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Name, address and phone numbers of any individuals other than your children already named above, who you will name as an agent, trustee or personal representative.

<u>Full Name</u>	<u>Address</u>	<u>Phone</u>
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Are there any charitable beneficiaries you wish to support?

High State University--regular annual gifts in most years since graduation, averaging \$6,000 per year. Most gifts have been made to annual campaign or capital campaigns. Pledged \$50,000 over 5 years to support the Historic Arts Program (pledge to be paid up in 2015). In 1980 made a gift of \$75,000 to name a lecture hall in the Art History building in honor of his first wife.

Valley Lutheran Church--annual tithe

Happy Kids After School Academy--\$5,000 to start the program in 2010 and annual gifts of \$2,000 per year.

## II. SUMMARY OF ASSETS

Completing this summary with the approximate value of your assets and liabilities will assist us in developing your overall estate plan, assessing your needs for tax planning, and anticipating situations that might arise upon your death. Although detailed information regarding each and every asset is not required at this stage, providing more detailed information requested in the enclosed schedules will be extremely helpful. If you have a recent financial statement, however, you may attach it instead.

ASSETS	HUSBAND	WIFE	JOINT
Tangible Personal Property (Schedule A)	\$	\$	\$
Cash & Notes Receivable (Schedule B)			
Real Estate (Schedule C)			
Securities (Schedule D)			
Proprietorships/Partnerships (Schedule E)			
Closely-Held Businesses (Schedule F)			
Life Insurance Death Benefit (Schedule G)			
Retirement Assets/Plans (Schedule H)			
Stock Options (Schedule I)			
Miscellaneous (Schedule J)			
TOTALS:	\$	\$	\$

LIABILITIES			
Mortgages (Schedule K)	\$	\$	\$
Loans/Notes Payable (Schedule K)			
Other Liabilities (Schedule K)			
TOTALS:	\$	\$	\$

<b>ESTATE NET WORTH (Assets-Liabilities)</b>	\$	\$	\$
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