



Greater Cincinnati
PLANNED GIVING COUNCIL

*Plan for
Planned Giving*

PUBLIC MEDIA CONNECT



Elmo wants to know what will Elmo be chatting about?

- **Getting Started**
- **Developing Prospects**
- **Promoting**
- **Stewarding**
- **Measurements**





- 1) **Planned Giving on the Run**
- 2) **Mentoring**
- 3) **Coffee and Conversation**
- 4) *Voices of Giving*



Planned Giving Committee



Create Gift Acceptance Policy

| | |
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STATEMENT OF GIFT COMMITMENT

CET Planned Gift Notification

The Greater Cincinnati Television Educational Foundation, doing business as CET, acknowledges with great appreciation a (current or intended) gift from:

Please check what applies:

- I/We confirm that I/we have made a planned gift to The Greater Cincinnati Television Educational Foundation.
- I confirm that my client(s) has/have made a planned gift to The Greater Cincinnati Television Educational Foundation.

My/Our/My client(s) gift is in the form of a (please check all that apply):

As a beneficiary of:

- Will Bequest
 - Charitable Remainder or Lead Trust
 - Retirement Plan or in a manner not named above. Please Specify
 - Beneficiary Designation
 - Trust Gift
 - Other: Please Specify
-

(OPTIONAL) Estimated value to The Greater Cincinnati Television Educational Foundation is \$ _____

Please check what applies:

The gift is to used by the Greater Cincinnati Television Educational Foundation

- ...as determined by CET
- ...for a designated purpose with preference, specify for _____

CET Visionaries donor recognition purposes:

- I/We client(s) would like name(s) to appear as: _____
- Please do not list name(s). This commitment should be listed as "Anonymous"

Donors Date(s) of Birth are: (optional) _____

I understand this information will be held in the strictest confidence and utilized only for estimating the value of future gifts for use in furthering the mission and goals of CET. **It is understood that this Declaration of Commitment is not legally binding and that the future gift to The Greater Cincinnati Television Educational Foundation may be changed without notice.**

Create Case of Support



- 1) Why support YOUR organization?**
- 2) Where do realized funds go?**
- 3) What's the long-term impact of one's gift?**

Develop Recognition Group



Establish Internal Process with Staff



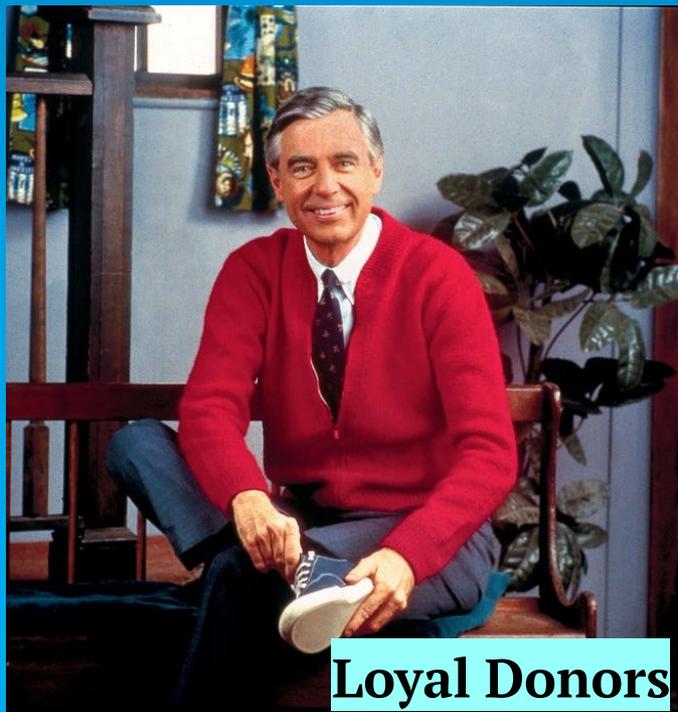
“We can’t expect the world to get better by itself. We have to create something we can leave the next generation.”

Prospects



Major Donors

Prospects

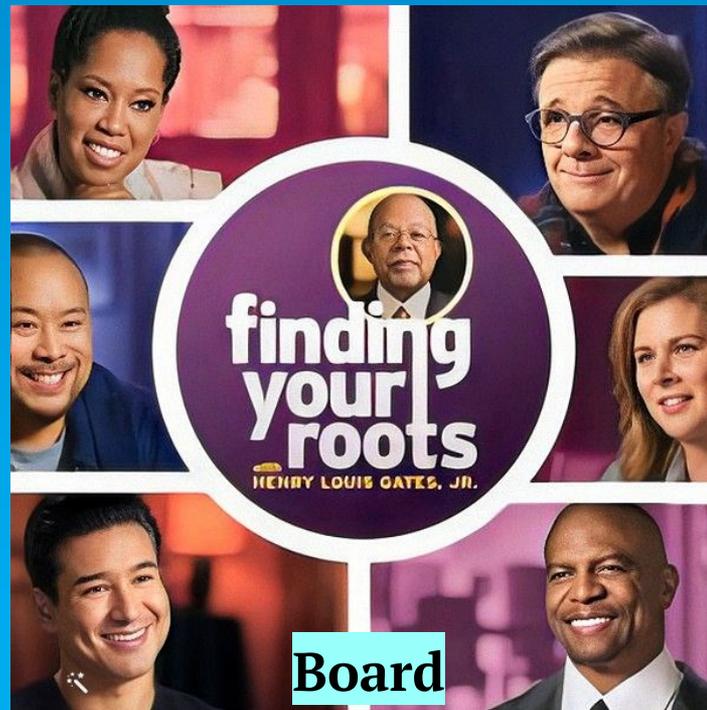


Prospects



Volunteers

Prospects



Prospects



- **Qualified Charitable Distributions (QCDs)**
- **Stock Gifts**
- **Donor Advised Funds (DAF)**
- **Foundations**

Leave A Lasting Legacy

Since 1954, CET has utilized the miraculous instrument of public television to enrich and change the lives of our families, friends, and neighbors. This important work has been made possible through the years because of loyal members and supporters like you. You can continue making CET's broadcast service reach the 2.3 million viewers throughout 42 counties in Southwestern Ohio, Northern Kentucky, and Southeastern Indiana. a better place to live, learn and grow by establishing a planned gift to support the future of public television in our community.



CET and ThinkTV recently hosted an Estate Planning Seminar. Learn more about our expert panel of local professionals and watch them talk about the estate planning process.

[Learn more & Watch](#)

Ways to Give



Getting Started

Information to help guide your giving.

[Learn More](#)



What to Give

Flexible and convenient assets to give.

[Learn More](#)



How to Give

Creative approaches to giving.

[Learn More](#)



Promotion



Designating CET as Your Beneficiary

Station Legal Name: Greater Cincinnati Television Educational Foundation

Station Contacts:

Sue Ellen Stuebing
V.P. & Chief Development Officer
CET
1223 Central Parkway
Cincinnati, OH 45214
(513) 345-6516
sestuebing@cetconnect.org

Dan Virzi
Director, Major & Planned Giving
CET
1223 Central Parkway
Cincinnati, OH 45214
(513) 345-6582
dvirzi@cetconnect.org

Station Tax ID#: 31-0560051

Promotion

Visionary Society Member

Annette M. Brown



was among the first generation of children to grow up watching Sesame Street. She faithfully watched and learned from Big Bird and his friends every day. As a teenager, she joined her parents to watch Masterpiece Theater on Sunday night, often mimicking the opening.

After graduating from Purdue University, Annette continued to enjoy watching PBS, including ThinkTV and CET.

When Annette prepared her will, she left a gift to ThinkTV and those organizations she valued and enjoyed throughout her lifetime.

To learn more about leaving a part of your legacy to public media, contact:

Laura Letton
(937) 220-1647
lletton@thinktv.org

Dan Virzi
(513) 345-6582
dvirzi@cetconnect.org



Dr. Ruth Sosis



was the first one in her family to graduate from college where she excelled as a student receiving her Ph.D. in 1972. Ruth grew up watching her local PBS station where she learned about the world and the possibilities for her.

She attributed her educational and career success as a clinical psychologist in part to PBS. That is why she supported CET in her lifetime and included the station in her will.

To learn more about leaving a part of your legacy to public television contact:

Laura Letton
(513) 345-6582
dvirzi@cetconnect.org

Dan Virzi
(937) 220-1647
lletton@thinktv.org



Dear Betty,

You honored CET, the nation's first licensed public television station, with your first gift of support in 1978. Together, we have impacted lives in our community. Your trust in us, along with your voluntary support each year, helps us in our mission to strengthen the communities we serve through programs and services that inspire and inform.

You truly are our hero.

Your gift each year allows Emmy award-winning arts and educational programs to be broadcast and made available online to millions of viewers across the region. Your gift also provides a front row seat to the arts and the opportunity to be a part of America's largest classroom. Because of your generosity over the years, tens of thousands of local children learned their letters, colors, and numbers from *Sesame Street* and learned "who was in their neighborhood" from Mr. Rogers. Hundreds more young scholars are educated through teacher and student workshops and through "The American Graduate" – local initiatives made possible by donors like you. Thank you!

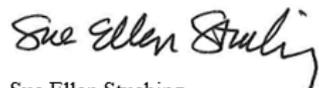
CET is celebrating its 65th anniversary because of your loyal support. Please consider leaving a gift in your estate plan to ensure that CET is around for another 65 plus years. Your ultimate gift would benefit and inspire future generations of public television viewers and learners.

Continue to be our hero.

In order to be better stewards of donors' contributions, we have intentionally omitted a reply card and envelope. Please contact either one of us with any questions you may have or to let us know you have included CET in your estate plan.

Thank you for being our hero.

Sincerely,



Sue Ellen Stuebing
V. P. & Chief Development Officer
(513) 345-6516
sestuebing@cetconnect.org



Dan Virzi
Director., Major & Planned Giving
(513) 345-6582
dvirzi@cetconnect.org

Age of those in your household:

10 under 26-40 61-80 90+
10-25 41-60 81-90

Which station do you watch most often?

CET/CET HD CET Arts CET Create

How do you watch CET?

Satellite Cable Antenna

How often do you use your Public Media Connect program guide?

Never Occasionally Weekly Daily

Please do not send me the guide – I want more of my donation to go toward programming and educational services

If you have kids/grandchildren under age 10, would you like information on the CET Kids Club?

Yes No

Do you use the CETconnect.org website?

Yes No

Do you receive CET's weekly newsletter?

Yes No

Please provide your email address at the bottom of this survey and we will be happy to send

Why do you support CET?

General Programming Kids Programming
 Commercial Free Viewing Tax Deduction
 Educational Services Other: _____

I have included CET in my will or trust.

Yes No

Please send me information about including CET in my will or trust.

Yes No

What types of program most interest you?

Business/News Movies Kids Programs
 Britcoms Music Cooking
 Drama Nature Crafts
 Ethnic Science History
 Fine Arts Self-help Other: _____

If you donated \$75 or more, would you like a CET MemberCard (good for 2 for 1 deals) as a member benefit?

Yes No

Name: _____

Telephone: _____

Email: _____

We encourage our member's questions/comments. Please use the back of this form to voice your opinion.

Promotion

I have included CET in my will or trust.

Yes No

Please send me information about including CET in my will or trust.

Yes No

Promotion



Your support has allowed everyone access to award-winning arts and educational programs. Because of you, tens of thousands of local children learned their letters, colors and numbers from *Sesame Street*. You have made a difference and we thank you.

A gift in your will or estate plans will ensure that CET is around for future generations.

- Please send me information about including CET in my will or other estate plans.
- I have already included CET in my will or estate plans.
- I would consider including CET in my will or estate plans.

Name _____ Phone/Email _____

Dan Virzi

Director, Major & Planned Giving

PUBLIC MEDIA CONNECT



(p) 513.345.6582

A bequest is your gift to the future. Please consider including CET in your estate plan and let us know when you do.



Promotion

Mission Moments



Promotion



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Events

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Home

Become an
**Accredited
Estate Planner®**

Join the team of 2,000 designees committed to the collaborative approach to estate planning.

National Estate Planning Awareness Week October 21 - 27, 2024

FOR ESTATE PLANNING COUNCILS

National Estate Planning Awareness Week occurs during the third full week of October each year and was adopted in 2008 by the House of Representatives to help the public understand what estate planning is and why it is such a vital component of financial wellness.

> [Read the Resolution](#)

As leaders in the estate planning community, your members have first-hand experience with the challenges Americans face saving, investing, and planning for their future. As an estate planning council, you can make a significant impact in your home community by hosting community outreach events in conjunction with National Estate Planning Awareness Week. It is also a great time to spread awareness about your council to prospective members. Consider a campaign during this week to share your council's message with prospective members, diverse professionals, or other qualified candidates.

Quick Start Guide

Does your council want to do *something* for National Estate Planning Awareness Week, but isn't quite ready to jump in to an in-person event? [Download the "Quick Start"](#) Guide, an informational packet developed for estate planning councils affiliated with NAEPC that



Promotion



Are Your Ducks in a Row?

Did you know an estimated 67 percent of Americans do not have a will or living trust to protect themselves and their families? With a few simple steps you can ensure that your ducks are in a row and that you, your loved ones and your legacy are protected.

Visit our web site and request a FREE estate planning organizer and begin work on your estate plan. Contact Dan Virzi at 513-345-6582, dvirzi@cetconnect.org for more information.

Contact us today for a FREE Personal Estate Planning Guide



Promotion



Promotion



- **Special Recognition**
- **Tour**
- **Normalize planned giving with group**

Promotion/Stewardship



Stewardship



Stewardship



Stewardship



Stewardship

Connected **cet**

Vickie Memmel enjoys CET

"I turn on CET and hear Danny O'Donnell and the Celtic Girls and it's just wonderful and gratifying to be able to be in the comfort of your home. You don't even have to go out to really enjoy something that's such a good program."



Vickie and her husband, the late Rudie Memmel, are **CET Visionaries**, people who know the importance of public television.

That's why they have included CET in their estate plans. They have ensured that, through their planning, they will be able to support CET for years to come.

Consider including CET in your estate planning. For more information, contact Sue Ellen Stuebing at (513) 345-6516 or sestuebing@CETconnect.org



Visit us at www.CETconnect.org



Stewardship



Planned Giving Measurements



- **Sharing successes and changes**
- **Measuring reach and impact**
 - **Self-reported notifications**
 - **Inquiries**
 - **Follow-up notifications**
 - **Change in pipeline value (#) and/or (\$)**

Summary: Planned Giving in 4 Easy Steps



- 1) Take small bites.**
- 2) Dedicate time.**
- 3) Turn faucet to “drip.”**
- 4) Be patient.**

Contact Us



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