

CHARITY HANDBOOK

THE COMPLETE GUIDE



**Insuring A Better
World Fund**

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d/b/a Insuring A Better World
Fund, a 501(c)3 nonprofit

About Us

Insuring A Better World Fund transforms unneeded life insurance into philanthropic ideals. By reimagining collaboration between the life insurance industry and charitable giving, we are eliminating barriers and **maximizing the value of charitable gifts** of life insurance. Donors choose. We pay. Charities receive.

We save lapsing policies and drive their value to charity. By donating an unneeded life insurance policy, donors can make legacy-sized gifts to their favorite charity with a simple, no-cost process. Upon donation, we pay all premium and other costs for donated policies to relieve donors and their selected charities from the financial burden of maintaining the policy.

The purpose of this handbook is to get your charity started with Insuring A Better World Fund. Included below are different ways to inform your donor pool about Insuring A Better World Fund and to identify donors with unneeded life insurance.

How does Insuring A Better World Fund work with charities?

- We work with charities to enhance their non-cash gift acceptance capabilities.
- **We are never an agent.**
- **We are never a vendor.**
- Your charity maintains all donor relationship roles regarding the impact of the gift.
- **There are no new life insurance policies or new commissions.**
- To learn more about how Insuring A Better World Fund can benefit your charity see Benefits to Charity ([Exhibit 1](#)) and FAQ's for Charities ([Exhibit 2](#)).

INFORM AND EDUCATE DONORS AND FINANCIAL PROFESSIONALS ABOUT INSURING A BETTER WORLD FUND

After years, sometimes decades of paying premium to the insurer, most seniors who no longer need or can afford their life insurance policy simply stop paying premium.

When policy owners stop paying premium the policy lapses and no one receives any value or benefit from the policy.

Most seniors do not know about their options for a life insurance policy they no longer need or can afford.

Now there is a new way to donate life insurance at no cost to the donor or the charity.

Inform your donors that [your charity] is working with Insuring A Better World Fund to tap into a **multi-billion dollar asset class** that would otherwise go to **waste**.

Inform and Educate Financial Professionals, Estate Planners and Life Insurance Professionals

- Many charities have relationships with life insurance and financial professionals who may have clients that are considering lapsing their policies.
- Charities should contact such professionals via phone, email or mail and urge them to review their client base and identify seniors who own life insurance that they may no longer need or can afford.

- Ask the professional to direct such clients to planned giving professionals at your charity or to Insuring A Better World Fund for education and information about the option of donating their policy to charity at no cost.
- Send email blasts informing and educating professionals about life insurance donations, including through Insuring A Better World Fund.

DID YOU KNOW?

Seniors lapse over 250,000 life insurance policies annually, representing over **\$100 Billion** in wasted death benefit. Timing is crucial so keep your donors and financial professionals informed.

- Direct professionals to Insuring A Better World Fund's website.
- Encourage professionals to tell potential donors to contact Insuring A Better World Fund.
- Host a webinar for your financial professionals on gifts of life insurance. Insuring A Better World Fund will provide the speaker, if desired, or provide a prerecorded webinar.

- For more information to provide to financial professionals see Benefits to Life Insurance Professionals & Advisors ([Exhibit 3](#)).

“Insuring A Better World Fund is committed to increasing the number of non-cash gifts of life insurance in all of its forms and strengthening relationships between life insurance/financial professionals and charities”

- David Simon, Co-Founder of
Insuring A Better World Fund

Inform and Educate Donors

- Include the option of donating unneeded life insurance at no cost on your charity's website or direct them to Insuring A Better World Fund's website.
- Direct mailings of your charity's newsletters can include information about donations of life insurance – See Top Ten Ways To Give Life Insurance Article ([Exhibit 4](#)).
- Insuring A Better World Fund will provide a prepared article regarding donations of life insurance. See sample newsletter piece ([Exhibit 5](#)).
- For more information to provide to donors see Benefits to Donors ([Exhibit 6](#)) and FAQ's for Donors ([Exhibit 7](#)).

Website

- Consult with Insuring A Better World Fund to obtain content to be used on your charity's website.
- Post a link to Insuring A Better World Fund's website on your website, iabwf.org.
- Add a donation/contact page to your website that results in an email notification to the staff member who is most knowledgeable about life insurance donations and/or Insuring A Better World Fund. See sample web page at ([Exhibit 8](#)).
- Direct the donor to Insuring A Better World Fund's website.

Social Media

- Post advertising of the ability to accept no-cost donations of life insurance.
- Post a link to Insuring A Better World Fund's website to your social media pages.
- Share Insuring A Better World Fund's blogs.
- Like Insuring A Better World Fund's posts on LinkedIn and Facebook.
- Post a link to Insuring A Better World Fund's LinkedIn and Facebook Pages.
- Post a link to Insuring A Better World Fund's webinars.

"I have suffered from a degenerative vision impairment for most of my life. Even a single donation of a life insurance policy supporting medical research can go a long way to help cure diseases like mine"

- Robert Stuchiner, Co-Founder of
Insuring A Better World Fund

PHONE SOLICITATIONS

Phone solicitations are usually the most personal because the solicitation is the most natural, especially for the senior market who may not be as literate with technology as younger generations.

Phone solicitations allow the solicitor to make a connection with donors and explain the cause a donation would support.

- See sample phone script attached as ([Exhibit 9](#)).
- Sample scripts should be modified by your charity to include charity specific information.
- Make sure all phone solicitors are working from a script at the outset and then be able to pivot to address the donor's specific circumstances or concerns.

Solicitor's initial goals are:

- To excite the donor about your charity.
- Inquire about the donor's in-force life insurance.
- Fall back answer when there is a question you don't know the answer to. "May I provide your name and phone number to Insuring A Better World Fund and have them contact you to discuss your question".
- Or, call Insuring A Better World Fund and ask for David Simon at 312-819-0790. Please feel free to send Insuring A Better World Fund an email donate@iabwf.org."

DEALING WITH DONOR INQUIRIES



Option I:

Direct donors to Insuring A Better World Fund at 312-819-0790; or donate@iabwf.org; or to David Simon, ds@iabwf.org



Option II:

Charity staff obtains information and asks donor for:

- Policy Owner Name
- Insured Name (could be different than owner)
- Insurance Company Name
- Death Benefit Amount of the Policy
- Next, your charity should contact Insuring A Better World Fund and provide them with information they collected.

What is the one sentence you should use to make a referral to Insuring A Better World Fund?’

“We work with Insuring A Better World Fund to facilitate gifts of life insurance for the benefit of our charity. Would it be helpful for us to arrange a call?”

NOTICE OF DONATION

Once your charity receives interest from a donor, your charity should promptly contact Insuring A Better World Fund.

- Call 312-819-0790 and tell reception you have a donation.
- Email one or more of: as@iabwf.org, ds@iabwf.org, or donate@iabwf.org.
- Provide Insuring A Better World Fund all contact and other information that the donor provided.
- Notify the donor that Insuring A Better World Fund will be in touch.

CELEBRATING THE DONATION AND RECOGNIZING THE DONOR

Once the policy is accepted for donation:

- Consider your charities' own recognition practices.
- Contact Insuring A Better World Fund for some ideas.
- See [Exhibit 10](#) for some donor recognition ideas.

FOR CHARITIES WHO ALREADY HAVE AN EXISTING PORTFOLIO OF LIFE INSURANCE POLICIES

Review your portfolio of policies to determine if your charity or donor will continue to pay premiums and if not contact Insuring A Better World Fund. **If a policy has sufficient value, Insuring A Better World Fund can take over the premium payment obligation from your charity or donor.**

If your charity needs assistance determining the value of one or more life insurance policies to determine whether it is advisable to continue to pay premium, contact Insuring A Better World Fund for guidance.

Insuring A Better World Fund's leadership team has over 100 years of life insurance experience and expertise available to answer all your life insurance questions. We have relationships with financial professionals cultivated over decades. Let us be your life insurance expert or help you find an expert in your area.

LINKS TO EXHIBITS TO HANDBOOK

1. [Benefits to Charity](#)
2. [FAQ's for Charities](#)
3. [Benefits to Life Insurance Professionals and Advisors](#)
4. [Top Ten Ways for Gifts of Life Insurance](#)
5. [Sample Newsletter piece](#)
6. [Benefits to Donors](#)
7. [FAQ's for Donors](#)
8. [Sample webpage to include with link to iabwf.org](#)
9. [Phone solicitation script\(s\) for donors](#)
10. [Donor recognition ideas](#)

*Links to the exhibits above can be found on iabwf.org under the Resources tab in the section “For Charities”.

Charities miss a huge opportunity when they cash in a life insurance policy and then let it lapse.

Charities should not just surrender a previously donated policy for its cash value without first contacting Insuring A Better World Fund. Insuring A Better World Fund may be able to take over the premium payments and save the death benefit of the policy for your charity.

Together We Can Ensure A Better World For Us All.



Please find us at iabwf.org or contact
Insuring A Better World Fund

at

Phone: (312) 819-0790

Email: donate@iabwf.org