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**R. Todd Simpson, CFRE**  
**Vice Present for University Advancement and**  
**Executive Director of the MWSU Foundation**

Todd Simpson has worked in non-profit management and fundraising for more than 30 years.


In 2019 Simpson joined Missouri Western State University as Vice President for University Advancement and Executive Director of the MWSU Foundation.

Prior to joining Missouri Western, Simpson served as the Chief Executive Officer of the Peru State College Foundation (2010 to 2019) where he ushered in a new era of foundation support and alumni engagement. Annual giving doubled under Simpson's leadership and identified estate gifts topped \$20 million. In addition, Simpson guided the Foundation through three capital campaigns to help fund the Oak Bowl Football Stadium renovation, the new campus entrance project and the renovation of the college's performing arts center.

Simpson holds the Certified Fund Raising Executive credential (CFRE), a certificate of completion from the National Planned Giving Institute, a certificate in fundraising management from the University of Nebraska - Omaha, a certificate in grant writing from The Grantsmanship Center, and a certificate in non-profit leadership and management from the University of Wisconsin. He is a member and past president of both the Association of Fundraising Professionals - Nebraska Chapter and the Charitable Gift Planners of Nebraska.



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## R. Todd Simpson, CFRE

- Nonprofit management and development work for 30+ years.
- Graduate of the National Planned Giving Institute, College of William & Mary.
- Worked with more than 1500 planned gifts ranging from items of real property to \$13 million.


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## Gift Planning Challenge ...

- Given our limited time and resources, how do we select the best possible planned giving prospects?

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## Characteristics of PG Donors from others ...

Giving over a long, extended  
period of time

14 Characteristics of Planned Giving Donors  
<https://www.instituteforgiving.org/resources-for-fundraisers/weekly-ideas/item/587-14-characteristics-of-planned-giving-donors>

strongly connected to your  
organization

They are, however, likely to make frequent small contributions (often even as small as \$100)

frequent small contributions

Fundraising Best Practice Series: Volume 9, Planned Gift Prospecting  
<http://www.andrewolsen.net/fundraising-best-practice-series-volume-9-planned-gift-prospecting/>

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## Best Gift Planning Prospects

- Your Volunteers ...
- Board members, Trustees, direct service providers (tutors, dog walkers, candy strippers, etc.
- 4 years of service.
- Involved twice as long as they have been away. (Retired for 4 years but were on the Board for 8 years.)

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## Best Gift Planning Prospects

- Your Employees ...
- Long term ... 8+ years.
- Left the organization on good terms and remained involved. Often became a volunteer.