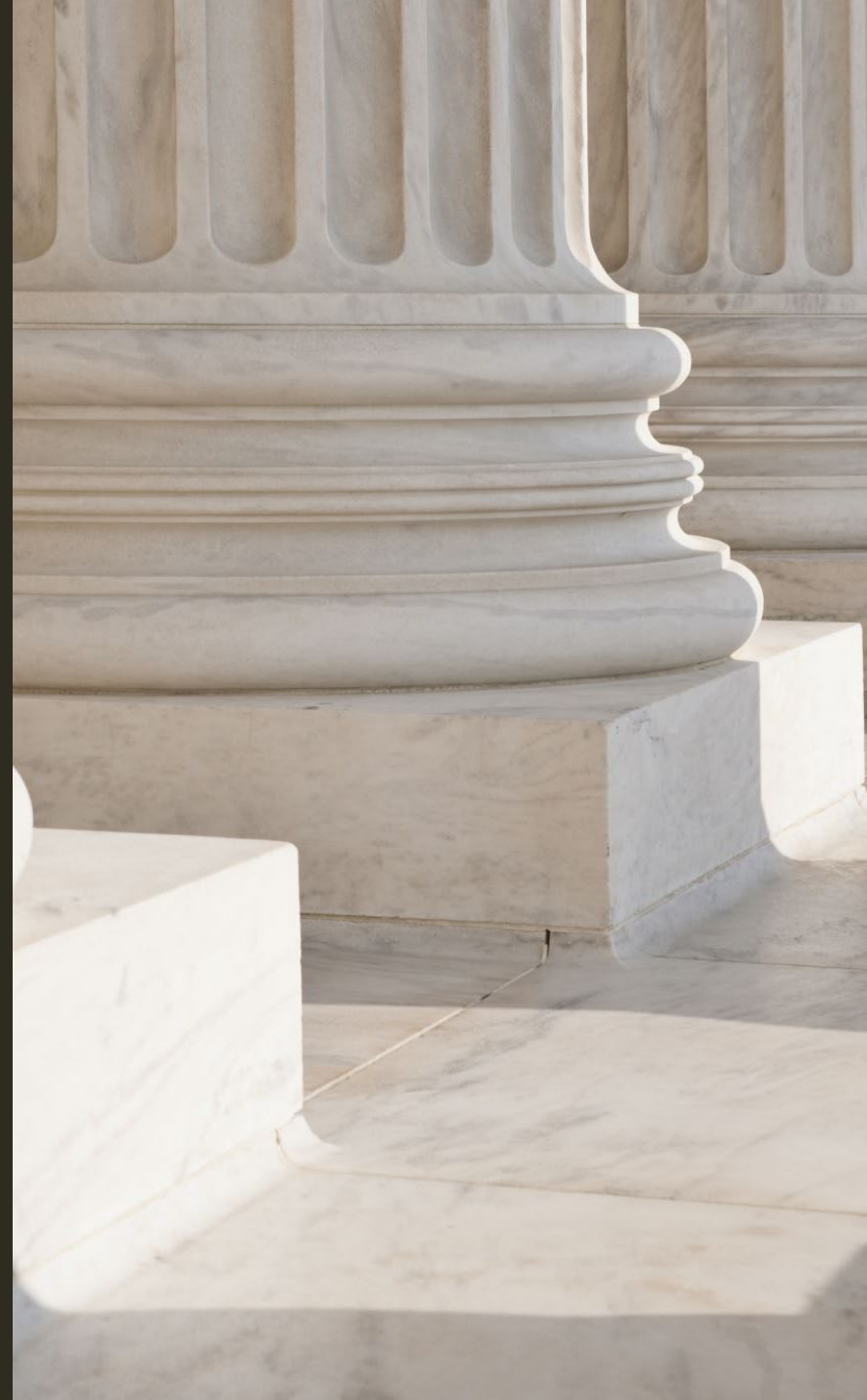


ORGANIZING A TRUST DEPARTMENT: THE FOUR CRITICAL PILLARS

Tari Popp, Andrews University





IN BOX

OUT BOX



PRESENTATION OUTLINE

“Now, Where Did I Put My Keys?”

Lessons From A Wedding Planner

“I’m sorry. I’m Clueless!”

“What’s Their Secret?!”



“NOW, WHERE DID I PUT MY KEYS?!”
(FILE ORGANIZATION AND
STORAGE)



FILE ORGANIZATION AND STORAGE

Two types of file formats you need to organize:

- Paper Files
- Digital Files

FILE ORGANIZATION AND STORAGE - PAPER



ORGANIZING MAIN DONOR FILES

Tab 1 – Initiation Documents

Tab 2 – Estate Plan Overview

Tab 3 – Trust

Tab 4 – Trust Amendments

Tab 5 – Wills | Gift Lists

Tab 6 – DPOAs | Patient Advocate Designations

Tab 7 – End of Life Documents

Tab 8 – Checklists | Outdated Documents

CHECKLIST FOR SETTING UP DONOR FOLDER

SCHEDULE OF ASSETS

ORGANIZING ASSET FILES

Tab 1 – Schedule A | Titling of
Assets | Checklists

Tab 2 – Bank Accounts

Tab 3 – Investment Accounts

Tab 4 – Retirement Accounts

Tab 5 – Miscellaneous Accounts

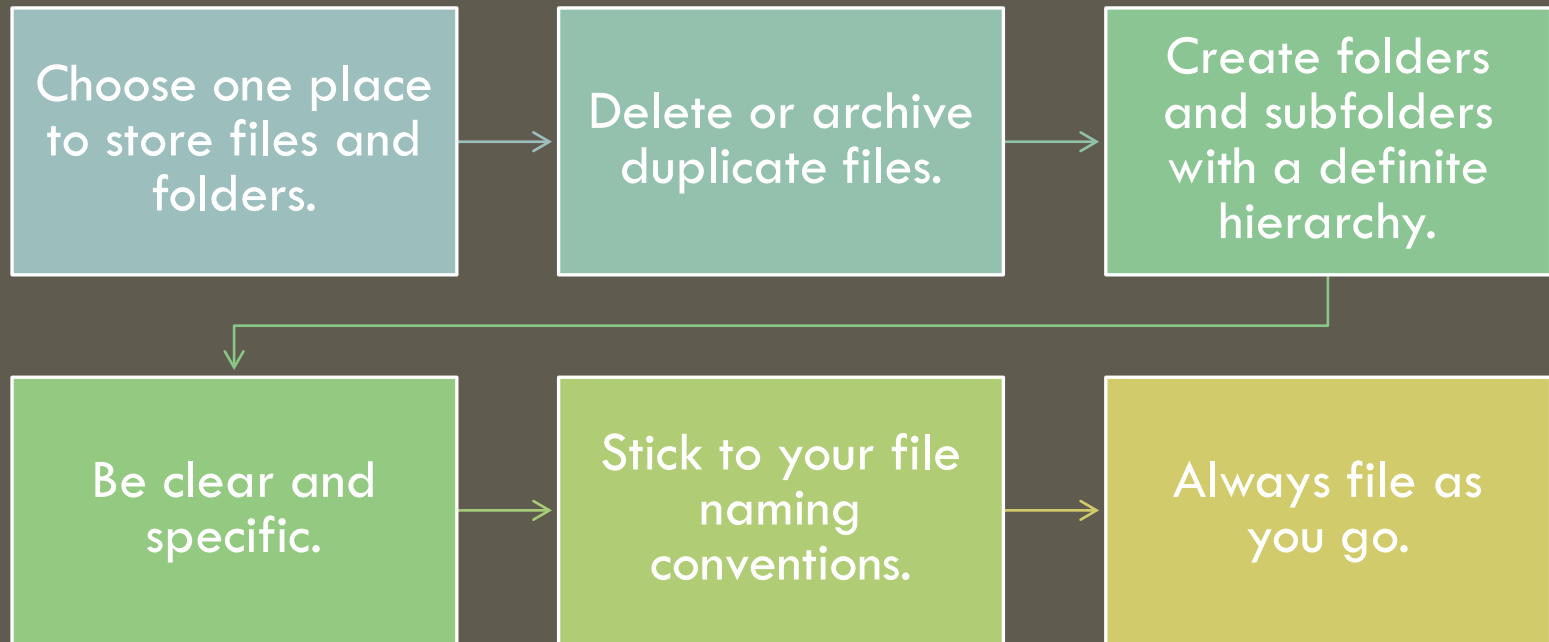
Tab 6 – Real Estate

CHECKLIST FOR SETTING UP ASSET FOLDER

FILE ORGANIZATION AND STORAGE - DIGITAL



TIPS FOR ORGANIZING DIGITAL FILES



DIGITAL DONOR FILE ORGANIZATION

- Donors – Current
- Donors – External
- Donors – Matured
- Donors – Prospective
- Donors – Revoked

BASIC SUBFOLDERS WITHIN EACH DONOR FILE

- Assets
- Correspondence (Date format – YYYY MM DD)
- Documents
- File History
- Legal Fees

OTHER USEFUL FOLDERS IN SHARED FILE

- Estate Plan Resources
- In Process
- Legal Counsel
- Meetings
- Promotion
- State Reporting
- Templates
- Trust Reviews
- Vendors
- Year End Close

DOCUMENT NUMBER RECORD

FILE ORGANIZATION AND STORAGE

You may have it, but it doesn't count if you can't find it!



LESSONS FROM A WEDDING PLANNER
(MANAGING THE PROCESS)

THE CHECKLIST

A critical key to a well-run office and program is the checklist! Any task that has more than 4-5 steps merits a checklist.

Standard types of checklists

- New Trust, Will, Annuity, CRT
- Trust amendment and Will codicils
- Sale of property, Transfer of assets
- Maturity of Trust, Death of the First Spouse

BUT HOW DO YOU MANAGE THE CHECKLIST?!

- Store in one place
- Regularly Review
- Keep checklist updated

DIGITAL DONOR FILE ORGANIZATION

In Process – Active Files

In Process – Matured Files

In Process – Matured Wills

In Process - Attorneys

In Process – Tax Issues



STRENGTHENING THE STRUCTURE (STS)

Set aside a day or half-day

Plan ahead how you will use that time

Choose activities that will improve your processes

MANAGING THE PROCESS

The stronger your processes, the more
excellent your program.




**“NEVER ASSUME THEY KNOW”
(COMMUNICATING WITH YOUR
COLLEAGUES AND DONORS)**

WAYS TO COMMUNICATE WITH COLLEAGUES

- Impromptu conversations
- Microsoft Teams
- Copy on emails
- Shared File Notes
- Staff Meeting
- Annual Retreat
- Shared Master Calendar
- Monday

"I'M SORRY. I'M CLUELESS!" (COMMUNICATING WITH COLLEAGUES AND DONORS)

	A	B	C	D
1	Andrews  University			
2	Office of Planned Giving & Trust Services			
3	File Notes			
4				
5	File #	10037	Name(s)	Doe, John & Jane
6				
7	Staff	Date	Purpose	Notes
8	PI	11/02/16	Want to Do New Will	Received a call from John Doe saying he and his wife feel they need a Will. Can we help with that? Told him yes, and asked if they would like to meet with our director to talk about the process. Set up 3:30 appt on November 5, 2016. They want to come to our office.
9	TP	11/05/16	First Mtg w Does	Met with the Does and explained estate planning process and general information about Trusts, Wills, POAs and PADs. Explained net step would be to fill out the Estate Plan Detail. They asked for one and took it with them.
10	TP	11/12/16	Question re EPD	John called with questions about the fiduciary section of EPD. He mentioned they would like their daughter, who is a CPA, to act as Successor Trustee of their Trust.
11	PI	11/31/16	EPD completed	John stopped by office and dropped off the completed Estate Plan Detail. Tari was at a meeting but I told him we would get the form emailed to the attorney right away.
12				
13				
14				
15				
16				
17				

WAYS TO COMMUNICATE WITH DONORS

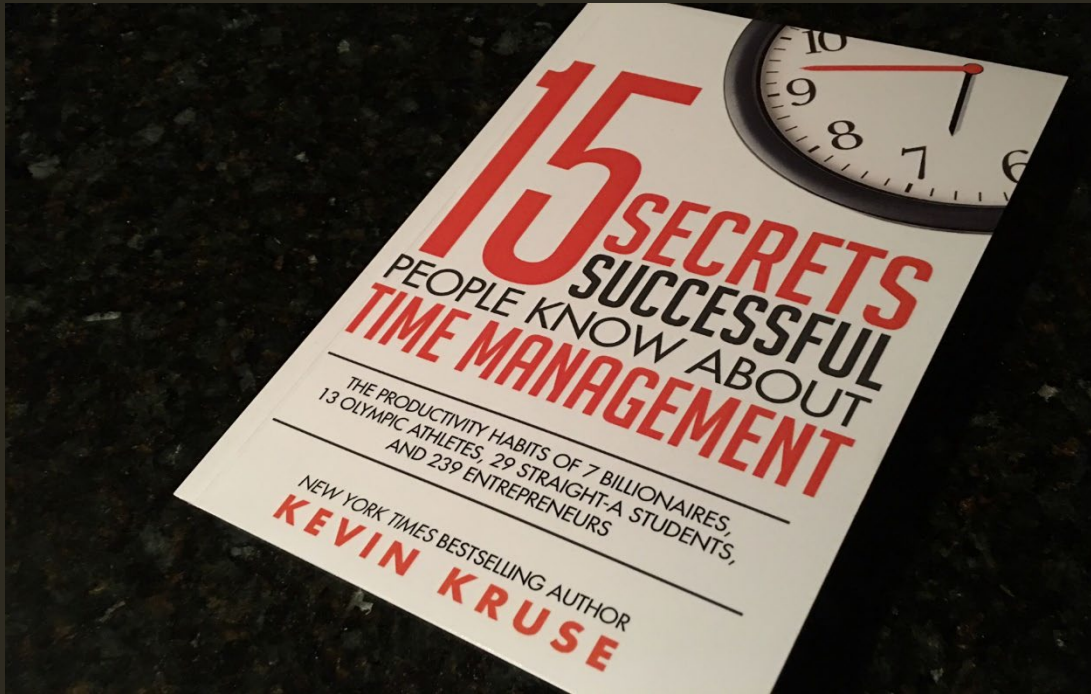
- Phone and email messages (respond within 24 hours)
- Letter templates (use brackets)
- Note on door/message on phone when gone stating when you'll be back
- Explaining process ahead of time
- Keeping donor appraised at all times

COMMUNICATING
WITH
COLLEAGUES
AND DONORS

Never assume someone knows. *Make sure*
they do.



“WHAT’S THEIR SECRET?!”
(TIME MANAGEMENT)



15 SECRETS
SUCCESSFUL
PEOPLE KNOW ABOUT
TIME MANAGEMENT

THE PRODUCTIVITY HABITS OF 7 BILLIONAIRES,
13 OLYMPIC ATHLETES, 29 STRAIGHT-A STUDENTS,
AND 239 ENTREPRENEURS

NEW YORK TIMES BESTSELLING AUTHOR
KEVIN KRUSE

TIME IS YOUR MOST VALUABLE AND SCARCEST RESOURCE

- The single most important thing when it comes to time and productivity isn't a tactic or a trick – it's a shift in mindset.
- Time is unique because it's the one true equalizer.
- Keep the number 1,440 in mind throughout your day.
- Highly successful people feel the passage of time. They know the potential that every minute holds.

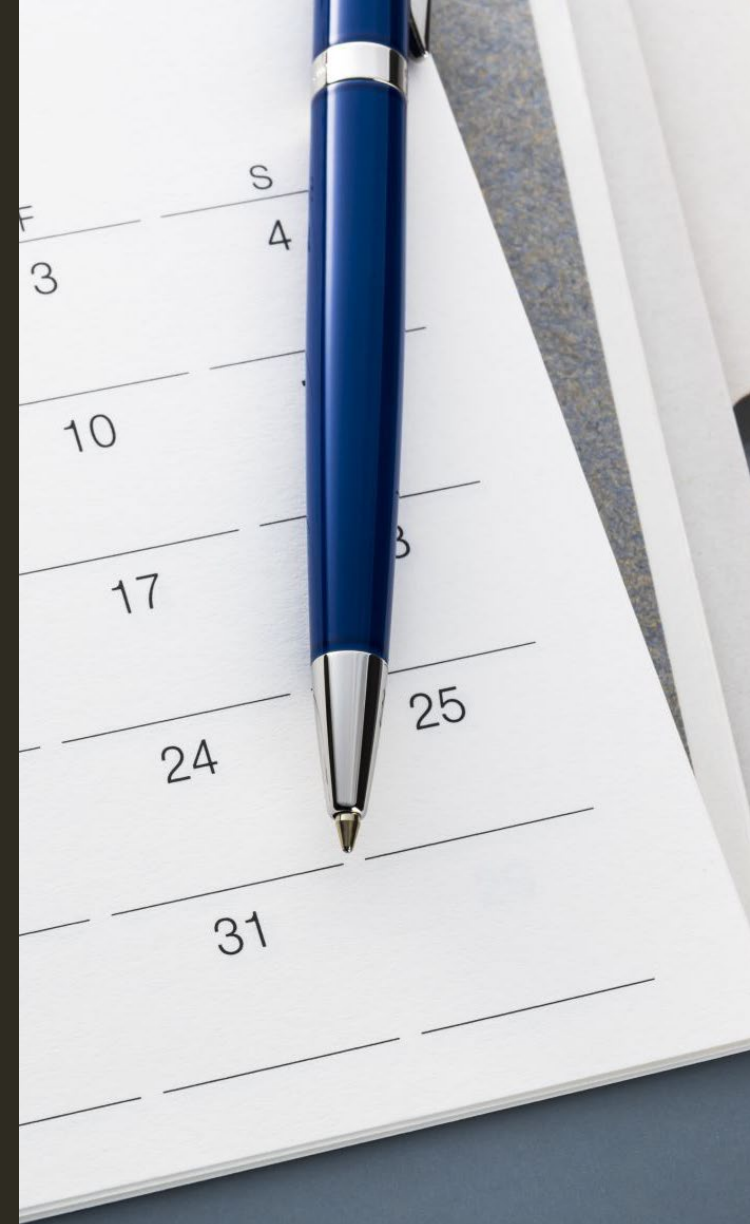
IDENTIFY YOUR MOST IMPORTANT TASK (MIT) AND WORK ON IT EACH BEFORE YOU DO ANYTHING ELSE.

- First, decide what is most important to you
- Then, each day, identify the activity that will provide the greatest leverage to achieving your goal
- Finally, work on it first thing in the morning before anything else!

WORK FROM YOUR CALENDAR, NOT A TO-DO LIST.

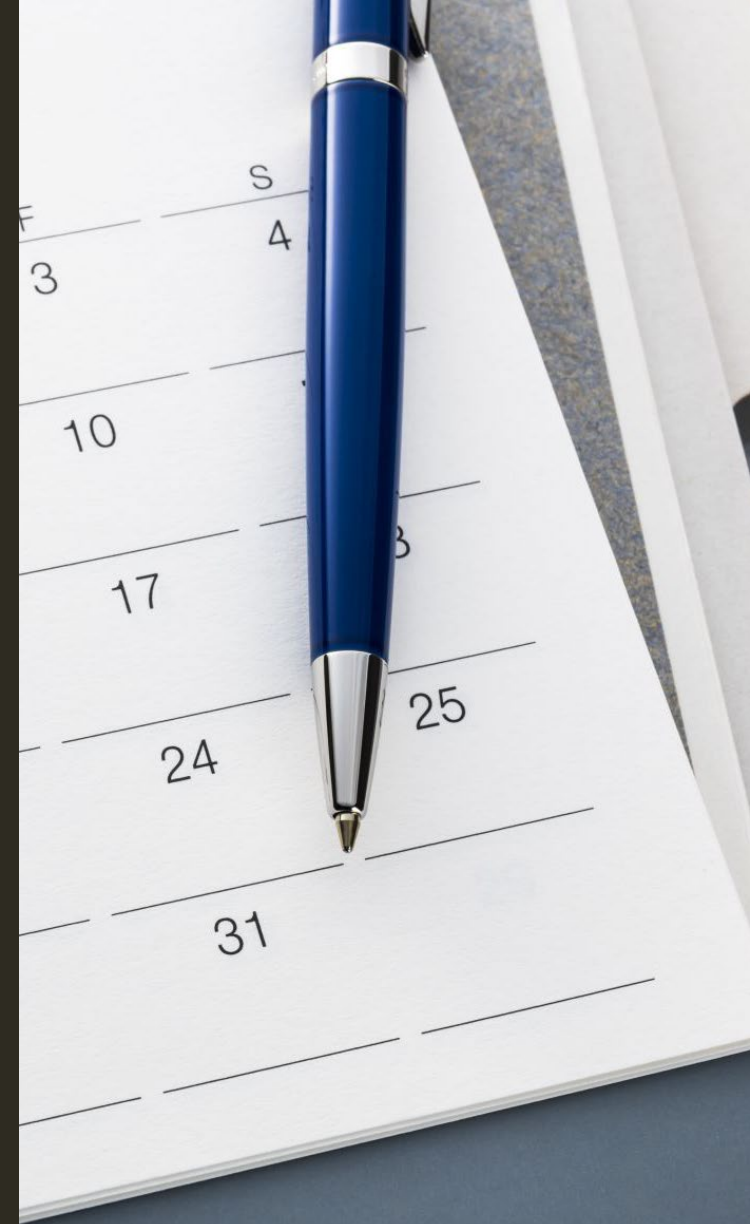
Problems with to-do lists

- Doesn't distinguish between items that take only a few minutes and items that require an hour or more
- Makes it tempting to work on *urgent* rather than *important tasks*
- Causes unnecessary stress



WORK FROM YOUR CALENDAR, NOT A TO-DO LIST.

- If you truly want to get it done, schedule time for it
- Schedule a chunk of time for everything that is important to you (“Time Blocking” or “Time Boxing”)
- Schedule important items as early in the day as possible
- Don’t cancel goals; reschedule them
- Treat time-blocked calendar entries as if appointments with your doctor!



- Procrastination can be overcome when you figure out how to beat your future self, who cannot be trusted to do the right thing.
- Visualize the pain for not doing the difficult task and the pleasure from doing it.
- Recruit an accountability partner
- Set up rewards and punishments
- Act as if....
- Settle for “good enough”

OVERCOME PROCRASTINATION

ACCEPT THE FACT THAT THERE WILL ALWAYS BE MORE TO DO.

- Quit trying to be everything to everybody
- It's dangerous to base our self-worth on what others think of us
- Super successful people don't just burn hour after hour trying to cross more items off their task list. Instead, they think through their priorities, schedule time for each, and then enough is enough!

ALWAYS CARRY A NOTEBOOK

- Write everything down (ideas, observations, conversations, interesting quotes, sketches, appointments, things to put on calendar, etc.)
- Take notes by hand
- Use shorthand codes by entries
- Every New Year's Day, review your notebook



- Email is a great way for other people to put *their* priorities into *your* life; control your inbox.
- Office workers spend 2.6 hours per day reading and answering email
- It's like a cognitive slot-machine

MASTER YOUR EMAIL BOX

7 STEPS TO MASTERING YOUR EMAIL

- Unsubscribe from email newsletters
- Turn off all email notifications
- Only process email three times a day
- Immediately apply the 4 D's
- Think twice before you forward, cc, or bcc.
-
- Use the subject line to indicate the action required
- Keep emails short – really short

BATCH YOUR WORK WITH RECURRING THEMES FOR DIFFERENT DAYS OF THE WEEK

- Meeting Day
- Management Day
- Marketing and Growth Day
- Stewarding Day
- Wrap Up Day

IF A TASK
CAN BE
COMPLETED
IN LESS THAN
FIVE
MINUTES, DO
IT
IMMEDIATELY

- Highly successful people take immediate action on almost every item they encounter
- Not dealing with an item immediately means you will double or triple your time spent on it
- By putting an item off, you are adding to your subconscious stress level
- If you can't take immediate action on an item, calendar it for future action. Don't put on a to-do list.

PRODUCTIVITY IS ABOUT ENERGY AND FOCUS, NOT TIME.

- Our bodies are created to “pulse” between expending energy and renewing energy
- Utilize the Pomodoro Technique or some variation of it
- Energy starts with health
 - Getting enough sleep
 - Minimizing caffeine
 - Eating more whole foods and fewer processed foods
 - Maintaining a healthy weight
 - Drinking a lot of water
 - Exercising daily...and throughout your day

TIME MANAGEMENT

Either you run the day, or the day runs you.

THE 4 PILLARS FOR BUILDING A SUCCESSFUL TRUST DEPARTMENT

- Consistent and Well Thought Out File Organization
- Utilization of Strong Processes and Procedures
- Ongoing Communication w Colleagues and Donors
- Excellent Personal Time Management Skills



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