

planned giving tomorrow

PRACTICAL PLANNED GIVING MARKETING IDEAS FOR ALL FUNDRAISERS

A Gold Strike Making the Mineral Interest Ask

By Betsy Suppes



When I was a graduate student working in the Office of Annual Giving at Tulane University, I learned a lot about college development and how many Gulf Coast institutions had oil and gas interests given to them by alumni.

Fast forward 25 years. Now I am an independent petroleum geologist living outside of Pittsburgh, and I've been assigned to help a college development office that has received a gift of mineral interests. It got me thinking: now that hydrocarbons are being extracted economically from the Marcellus and Utica Shale in the Appalachian Basin, Pennsylvania is once again an oil and gas state. That meant that colleges and universities in the Appalachian Basin could start to make "the ask" for mineral interests as part of their endowment. Intrigued, I contacted several development offices. One of them put me in contact with Viken Mikaelian, who asked me to write an article for this



magazine about mineral interests and the importance of putting them on the giving pages of an institution's website. The article was published in the Summer 2012 edition of *Planned Giving Tomorrow*.

I think it was the very day that the magazine arrived in office that I received a call from a charitable gift planner who had a benefactor that wanted to gift gold royalties. The institution needed advice on having the gift evaluated for tax purposes and to determine its value. While gold is not my specialty, I am a member of a consulting team of geologists and engineers, one of whom has expertise in gold evaluations. I made the referral. The evaluation was completed in short time. The value of the gift was five million dollars.

The article focused on oil and gas, but the gift planner understood that minerals are minerals. Oil, gas, coal, precious metals, ores, and industrial minerals—they can all be given as gifts of mineral interests. Why wait? Start making "the ask" for mineral interests today!

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