

**WRIGHT
APPROACH
MARKETING**

"...turning insights
into profitable
outcomes"

Finding the Hidden Bequests in Your Database

presented by

Jonathan Wright, Wright Approach Marketing

Paul Evans, Gifts in Wills Manager, World Vision Australia

November 2018

96-Year-Old Secretary Quietly Amasses Fortune, Then Donates \$8.2 Million



Sylvia Bloom, a legal secretary from Brooklyn, worked for the same law firm for 67 years while quietly amassing a fortune. In her will, she left more than \$8 million for college scholarships

Source: NY Times, 6 May 2018 (<https://www.nytimes.com/2018/05/06/nyregion/secretary-fortune-donates.html>)

A Quick Intro

Paul Evans

Since 2011, Paul has been honing his leadership skills and building strong teams in the NFP sector to deliver on organisational missions.

Currently, the Gifts in Wills Manager for World Vision Australia. Paul's role is to develop and deliver a best practice bequest program, in support of key support programs being undertaken in developing nations around the world.

Between 2016 and 2018, Paul was the Gifts In Wills Manager for Plan International Australia. Today's workshop will look at some of the work done whilst in this role



Jonathan Wright

In 2011, Jonathan left Plan International Australia to create Wright Approach Marketing, to work in partnership with clients to help them deliver better fundraising results.

Jonathan has in recent years provided support in the field of Bequests for a range of Australian and New Zealand charities.

- *Plan International*
- *UNICEF Australia*
- *Anglicare*
- *Environment Victoria*
- *CARE Australia*
- *Save the Children NZ*
- *MS Australia*
- *Peter Mac*
- *Launch Housing*



What is a Bequest?

Also known as

A **Legacy** or a **Gift in Will**, or **Planned Gift**

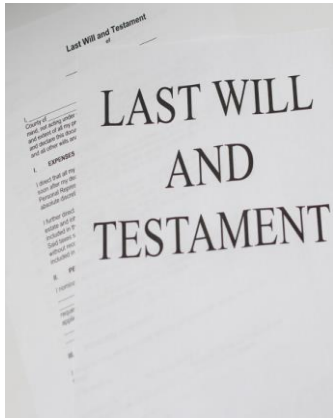
These donations accounted for over **\$340 million** in Aus in 2017

With the average bequest in the Aus being **approx \$50k**

Yet this represents **just 18% of charitable giving**

Today, we are going to focus on what Bequest donors look like and how we can identify these people from our donor file

Some facts about Wills & Bequests



At least **45%** of Australians **do not** have an **up-to-date Will***

Only **8%** of Australians currently **have a bequest in their Will****

Yet, **29%** of Australians say **they would consider it****

Make it Easy for them

By showing them the way and making the **process of leaving a bequest easier**, we **help** donors to

Protect their wishes, their assets & leave a legacy

in turn we create opportunities for **generating Bequest Income**

AND it's important to ensure we are providing these opportunities and improving these processes to the **right people...**

.... those most likely to leave a gift in their Will



The best place to find Bequest Prospects



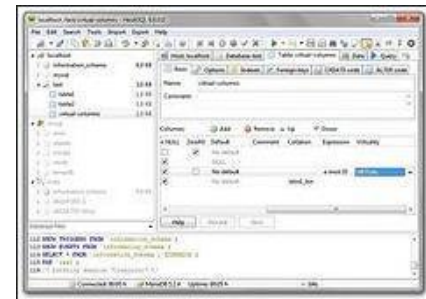
“80% of the people who make planned gifts are people of average means”*

Where to find people like this?

= **THE DONOR FILE**

Your Donors already

- **Understand your cause**
- **Trust you**
- **Have a relationship with you**
- **Have already shown commitment to you**



*Courtesy of Market Smart and National Committee on Planned Giving, Indianapolis

Profile of a Bequest Donor

Demographic Variables – Age & Gender

Age is one of the most important criteria in assessing likelihood of a donor to leave a gift in their will

Need to consider that average life expectancy in Australia is approx 82, but for those older donors already reached the age of 65, this may be as high as 85-87*



Female donors often make up a greater proportion of a charity's donor base, and more likely to leave a gift in their will

[*https://www.aihw.gov.au](https://www.aihw.gov.au)

Demographic Variables – Marital Status

Older Single donors have been shown to be more likely to leave a gift in their will

And, we see elderly ladies with a title of 'Miss' as donors who are more likely to leave a planned gift



Also, bequest donors more likely NOT to have children

Key Donor Giving Variables – Recency and Tenure

Active Donors who have given recently (ideally in the last 12-24 months) are more likely to think of their current charities when writing their will



The longer the period of time they have been giving, suggests greater loyalty and the greater the chance they will leave a bequest

Key Donor Giving Variables – Frequency of Giving

Donors giving more frequently clearly indicates a greater sense of loyalty.



When combined with other variables, the number of single gifts or commitment to recurring gift payments can form an effective element in identifying bequest prospects

Key Donor Giving Variables – Value of Gifts

Large Single donations show a capacity for giving.

Knowing a donor has capacity to give large sums is obviously helpful in targeting Bequest Donors



Warning: Whilst highest gift amount may show capacity to give, it does not mean high value donors will leave a gift in their will. Large Bequests can also be received from low value donors who in day to day life are cash poor but asset rich

Donor Engagement Variables

The more actively interested and engaged the donor is with the charity the more they are likely to leave a Gift in their Will. Examples of engagement Factors often held in the donor file include

Completing a survey - The number completed and recency of completion are helpful

Active Fundraiser – taken part or organised a fundraising event

Voluntary notice of personal details changing. If a donor goes to the effort of actively informing you of a change of address or phone number they are showing they want to continue an ongoing relationship



Completing a Petition - The number and recency of completion are helpful

Field Visits – in some cases, donors can choose to go and see the work done by the charity

Self Identified as Bequest Prospect – the donor may have already stated an indication or interest in leaving a gift in their Will. Viewing this in the context of other variables allows us to prioritise these Planned Giving prospects

Summary - Attributes of a Bequest Donor

More likely to be female

Aged 65-85+

Single with a Title of 'Miss'

Has completed at least one survey or supported a petition for the charity

Has informed the charity of change of details

Has volunteered or been on a field trip



Currently an active giver, having given a gift in the last 12-24 months

Has made at least 5 single gifts and been giving for at least 4 years

Has given at least one gift to the value of \$500 or more

May have already indicated an interest in how to leave a gift in their Will

Using a Bequest Prospect Scorecard

Case Study



WRIGHT
APPROACH
MARKETING

“...turning insights
into profitable
outcomes”

Plan International Australia 2017 Campaign

Objective

Grow the Prospect file from 2 confirmed bequest prospects in 2016

Specific Requirements

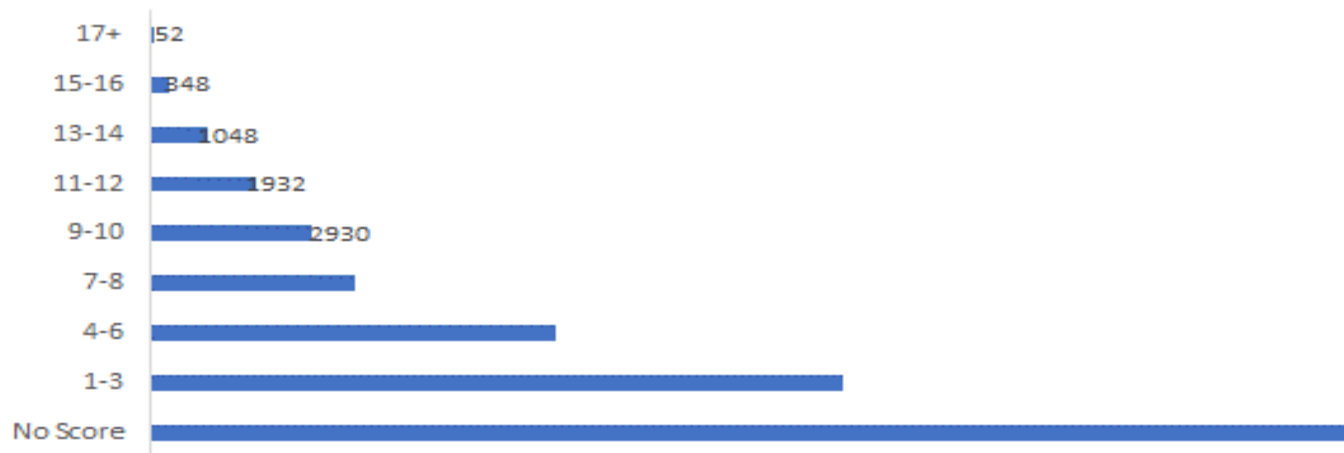
Profile the donor file and create a Bequest Prospect Score that can be used to prioritise existing bequest prospects and identify new prospects.

To create a targeting file for use in campaigns (eg. surveys, direct mail and telemarketing)

Distribution of Donors by Score

By creating a Bequest Prospect Score using some of the key variables discussed, we created a ranking that enabled us to target and prioritise high value donors across the whole active donor file

Distribution of Active donors by Bequest Prospect Score



400 donors have a ranking of 15+ and represent those donors with the greatest likelihood of leaving a gift in their will

Whilst there were an additional 6k records identified as strong prospects for campaign activity

Validating the Score

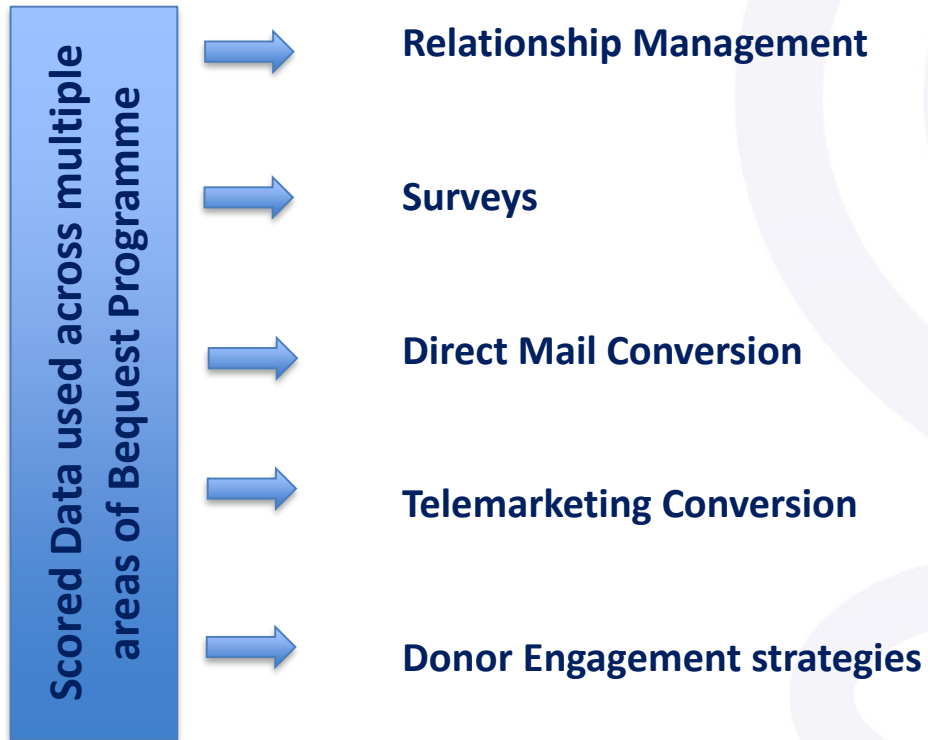
By creating a profile based on the bequest prospect score, we can see the highest scoring donors most closely match the known profile of bequest donors

Prospect Score	% Age Known	Avg Age	% Female	Tenure (yrs)	SG Recency	Max Single Gift	Engagement Score	Bequest Prospect score
No Score	78%	36	40%	5.1	11.0	\$60	0.83	0.01
1-3	11%	56	62%	2.1	10.6	\$217	0.24	0.00
4-6	34%	60	55%	9.9	7.7	\$218	0.76	0.02
7-8	57%	61	56%	13.5	10.4	\$94	1.40	0.04
9-10	59%	63	53%	15.0	8.2	\$86	1.81	0.07
11-12	64%	64	67%	16.6	6.4	\$141	2.09	0.16
13-14	90%	68	62%	17.9	5.0	\$193	2.15	0.35
15-16	98%	73	73%	20.2	4.3	\$555	2.37	0.75
17+	100%	75	83%	22.7	3.2	\$1,288	2.38	1.73

The higher the prospect score

- ***the older the donor, the more likely to be female, the more likely they are to be highly engaged, giving more money, more frequently for a longer period of time***

Applying Scored Data in communications



High Level Results

Efficient use of time - Bequest/Relationship Manager was able to identify and prioritise key prospects for personal communications

Cost savings – Using the scoring to reduce intended campaign volumes by 5-7k saved **approx \$18,000 per campaign**

Improved response - Surveys generated a **14% response in surveys** with approx **15% of these being new Bequest leads**, and also raised **immediate cash revenue**

Bequest Confirmations were higher for high scoring prospects - Co-ordinated Direct Mail & Telemarketing campaigns generated **response rates 20-30% higher** for the top 2 scored bands

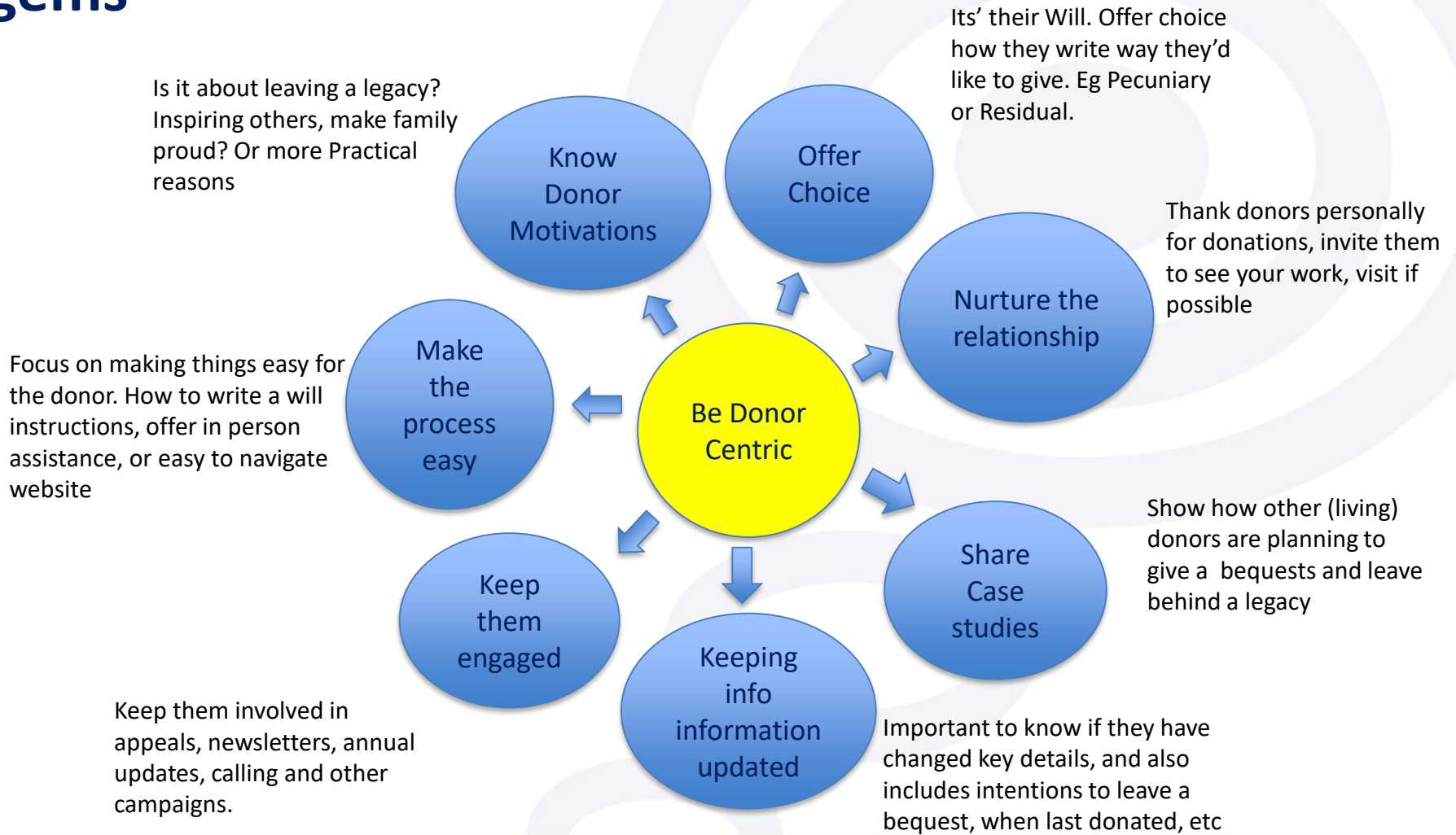
Over a 2 year period, an additional **320+ donors confirmed they intended to give a gift in their will**, and **approximately 1500 Bequest Prospects**

33% of confirmed donors likely to leave a Bequest over a 10 year period, and 33% of the Prospects likely to become Confirmed Bequestors - 10 year pipeline worth approx AU\$12.5m was created

*Expected conversion rate of 33% of confirmed bequests based on an expected conversion rate established by the client. Approx 33% of identified prospects are expected to be converted to confirmed bequests over a 5-10 year period



Points to remember when we find our hidden gems



Questions??

For further info or assistance in finding those hidden gems in your database you can contact Jonathan at j.wright@wrightapproach.com.au

Or call **0414 597 941**



“...turning insights
into profitable
outcomes”

APPENDIX - Building a Score Card was Built

Building the Scorecard - Demographics

Bequest Scoring Attribute	Description	Total Possible Score
Age	Aged 46-60=1, 61-75=3, Over 75 = 4 Donors aged 45 or less have no Bequest Prospect Score	4
Gender	If Female - score = 1	1
Title Score	Applying a score of 1 to records with a title of 'Miss' - essentially identifying and scoring single female donors	1

Building the Scorecard – Donor Giving

Bequest Scoring Attribute	Description	Total Possible Score
Recency & Tenure Score*	The combination of the two variables is what makes this variable powerful - Gave in the last 12 mths & tenure 6+ yrs = 4 - Gave in the last 12 mths & tenure 4-6 yrs = 3 - Gave 13-24 mths ago & tenure 6+ yrs = 2 - Gave 13-24 mths ago & tenure 4-6 yrs = 1	4
SG Frequency Score	This score is based on the number of single gifts 5-9 Single Gifts = 1 10+ Single Gifts = 2	2
Recurring Gift Score	If the donor is an active Recurring Giver (also known as G donor (gave in last 3 months) has made 24+ RG payments, score = 1	1
Value Score	Based on the highest Gift amount: \$500 - \$999 - score = 1 \$1k - \$\$.999k - score = 2 \$5k+ - score = 3	3

** NB: the splits between tenure and recency, value and frequency can vary across each donor file based on each unique set of data*

Building the Scorecard – Engagement

Bequest Scoring Attribute	Description	Total Possible Score
Bequest Prospect Score	This attribute is designed to ensure existing prospects are weighted highly Confirmed - 4 Intender - 3 Considerer - 1 Inquirer - 1 Prospect	4
Survey Score	If a donor has completed a survey in the last 12 months = 2 If completed a survey longer than 12 months ago, score = 1	2
Fundraiser Score	If a donor is flagged as a fundraiser, score = 1	1
Potential Highest Bequest Prospect Score		23