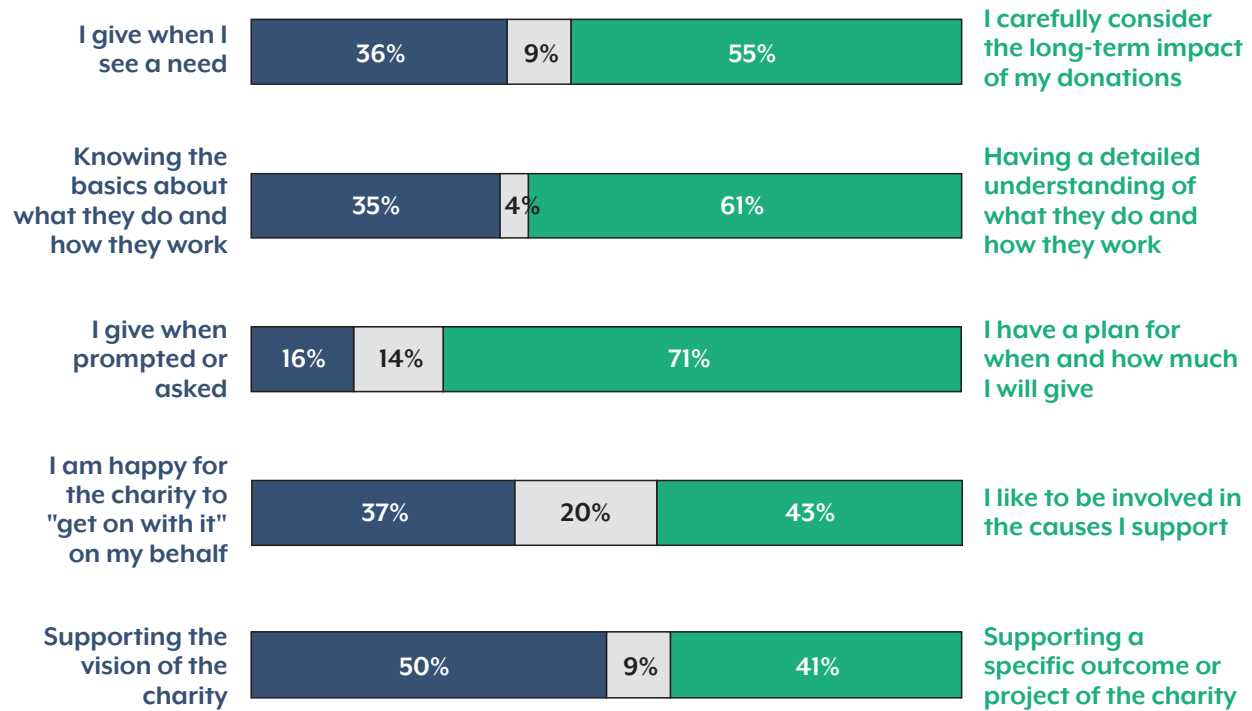
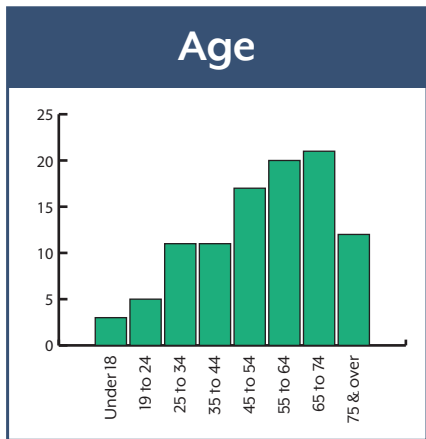
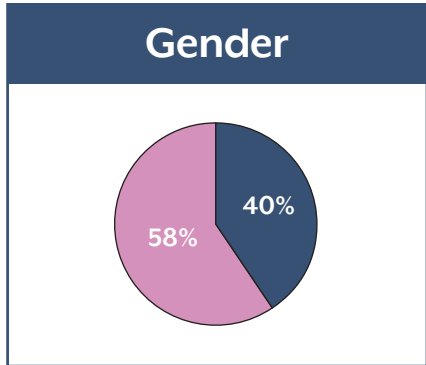
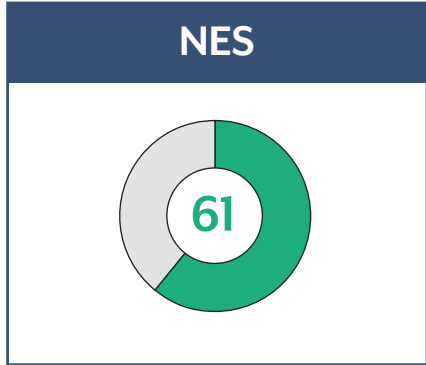


# Diligent Planners



### Engagement Needs

They most want:

- everything!
- impact report
- future plans
- scheduled commitment
- visiting

### Bequest Attitudes

They are more likely than others to:

- believe they will have enough to include a charity
- say family would approve
- be comfortable telling charity

### Communications

More likely to:  
read emails/ newsletters

An icon of a computer monitor displaying an email interface with an envelope icon and lines representing text.

### Beliefs

Believe in and belong to communities

Received help from others in their life

### Connection

Compared to others, more likely to:

- want to know how donations were used
- give to smaller organisations
- want to know the strategy
- review the annual report
- make a joint decision around giving
- want to be involved/immersed
- have a focused portfolio
- have investigated the charity's work

### Views of Charities

- Highest for charities play a vital role in society
- Lower on well run and make a real difference
- Lowest for charities respect my privacy