Include a Charity Member Training

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Learning outcomes:

1. Working backwards from a bold vision to daily tactics

2. Best practice tips and tricks to maximise your estate administration

3. Nudge tactics to move your supporters along the pipeline
 and how to identify the key drivers for retention in your program

4. Data you should you be tracking on your deceased/
realised bequestors

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Case for Support

How to make a case to CEO and/or Board for Resource

Key Tips

- What is your most successful program/ best ROI?
- How can you visually and clearly show data to prove the great ROI?
- Show that the program is scalable and replicable.
- Start with a test of what you will do with additional resource.
- Put clear timeframes on the additional resource, its impact and times to assess success.

Remember that you get additional resource AFTER you prove an idea, not SO THAT you can prove an idea.

Accessing Hidden Data-Sets

How to get access to key data that is not immediately available

Key Tips

- Understand the data privacy issues (some sign up processes are specific and limited)
- Prove the opportunity by showing unidentified data volume.
- Prove the opportunity by showing crossover data.
- Show the impact of accessing the data based on the above.
- Start with a test of what you will do with a segment of the data.
- Show your plan for what you will do to mitigate the risk of data privacy breaches.

Remember that data sharing requires time and trust. Build your case and the relationships.

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Using Estate Administration processes to further your GIW program impact

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Estates

Additional data you can track from realised estates:

- **Gift Information:**
  - Type of gift (residual/pecuniary)
  - Conditions (e.g. tied?)
  - % residual
- **Constituent info:**
  - Acquisition source
  - Spouse details
  - Donation history (e.g. lifetime value)
  - Other types of engagement e.g. surveys
  - Time between bequest confirmation and DOD
- **Bequest Knowledge:**
  - Known Donor?
  - Known Bequestor?
  - How was Bequest confirmed?
- **Will information:**
  - Other charities in Will
  - Gifts to other beneficiaries
  - Date of Will
  - Time between date of Will and DOD
- **Estate information:**
  - Estate size
  - Breakdown of assets e.g. property, shares, super
  - Record of executor fees, legal fees and contest details
  - Property sale info

TIP: Keep estate management within Bequest team to help enrich your data!

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Estates

How analysing your attrition can help to inform your acquisition and stewardship strategies

What are the possible reasons for attrition (or things that *appear* to be attrition).

- Did they have a surviving spouse?
- How often were they stewarded/requalified?
- Did we lose contact, e.g. moving house or changing phone numbers
- Were we a 'conditional' (back-up) beneficiary?
- Did they pass away before getting around to updating their Will?
- Was the Will contested, so the charity did not receive the intended gift?
- Has the Executor delayed administration or not notified the charity in a timely manner?

Once we can answer more of these types of questions, we will gain a clearer understanding of our true *'conversion rate'* and implement strategies to prevent future attrition.

Conversion rate – National Heart Foundation

2011-2020, **57%** of confirmed Bequestors realised a gift

Conversion		
Confirmed realised	505	57%
Confirmed attrition	385	43%
Total deceased confirmed 2011-2020	**890**	

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Age of death trends

Bequest Pipeline 2011-2020

Median age = **87**

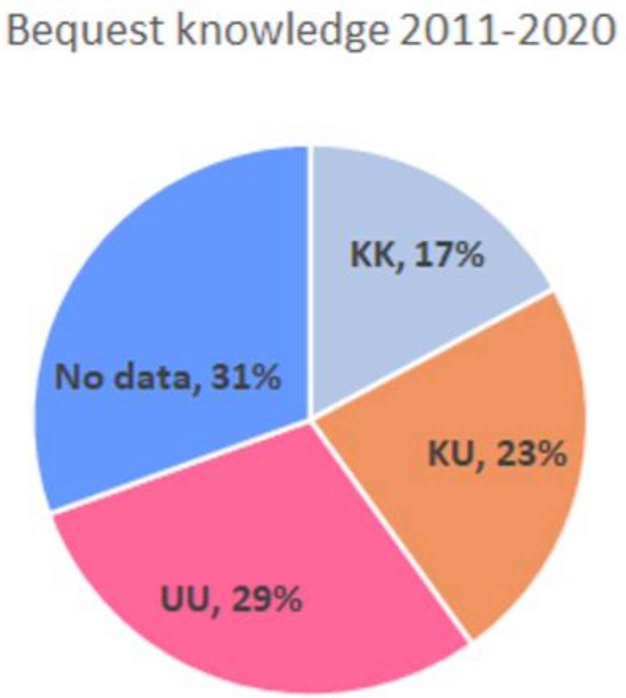
Most common age = **89**

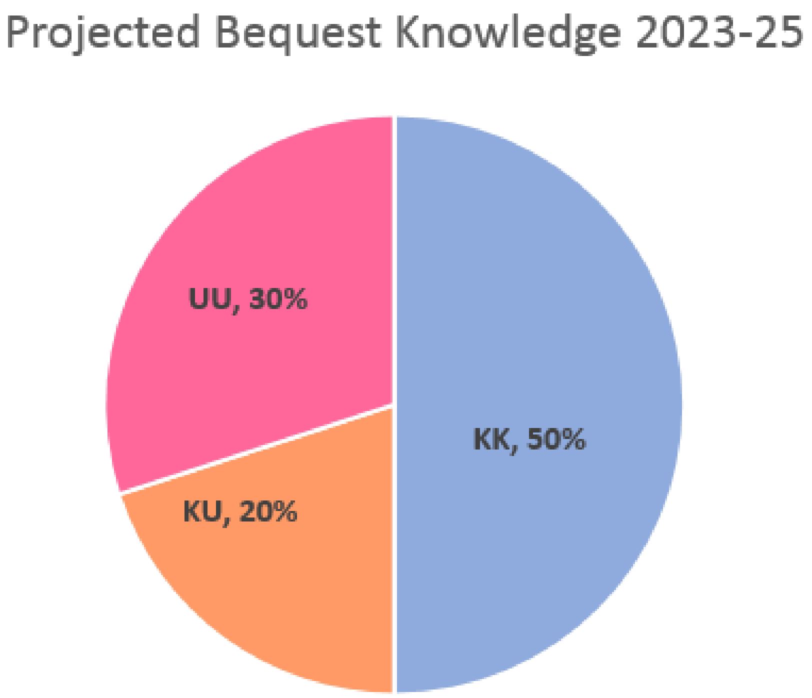
Most common age group: **90+**

Age group	Count	%
under 50	5	0%
51-60	17	2%
61-70	52	5%
71-75	4	0%
76-80	102	10%
81-85	153	15%
86-90	227	23%
90+	279	28%
Blank	165	16%

Bequest knowledge of realised gifts 2011-2020

- Majority were not known Bequestors
- High proportion of older estates with no 'knowledge' recorded in our CRM





KEY :

- Known to charity, Known Bequestor (KK)
- Known to charity, unknown Bequestor (KU)
- Unknown to charity, unknown Bequestor (UU)

Estates

Tips for best-practice estate management to maximise your income.

- Follow up all active estates at minimum 6-monthly to ensure Executors distribute in a timely manner (where possible)
- For life interests, see if there is any part of the estate that can be distrubted early (i.e assets that sit outside the life interest)
- ALWAYS request copies of Wills, A&L and a final statement of accounts to ensure your organisaiton is receiving the full entitlement – this is particularly important for residual gifts
- For complex or contested estates, liaise with other charity beneficiaries to:
  - Agree on executor commission/legal fees
  - Agree on wording of deeds, releases and indemnities
  - Come to a settlement amount
  - Ensure charities are present at a mediation
- Maintain your pipeline of notified gifts for forecasting purposes (quarterly recommended).
- Run a quarterly probate search for recently deceased confirmed bequestors where you have not yet been notified of a gift

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Relationships

Prospecting for your living pipeline

Who should you look for? Everyone is a prospect, but if you're a small team and need to find the best prospects, here is some ways to narrow in on possible bequestors.

In your charity, who is your most engaged?

Various charities have different ways to raise funds and engage the public e.g.

- **Ceo sleep out** – people sleep out in the car / outside to raise funds for St Vincent De Paul
- **Coleman Greig** – 10km/5km run and various cycling events raising funds for various charities like RIDBC
- **Heart Foundation** – Door knockers & RG's
- **Salvation Army** – Shield Appeal door knockers
- **YourTown** – Raffle (Win a home)

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What data to focus on to give you your best bequest prospects

Age Range

- Look at your realised estates and determine average DOD and then work out your average time between BQ confirmation and DOD. That should be your prime age range for your prospects

Marital Status or Title

- Are your realized bequests skewing towards widows, one or other gender?
- TIP 1: Take note of titles e.g Miss, Mr, Ms etc
- TIP 2: Ensure your deceased supporter records retain data such as title.

Giving History

- How many times have they donated, are they lapsed, RG, If RG how many times have they upgraded, lifetime giving amount. – What is the gifting range of bequestors and realized bequests on your data base?

Region

- Which region or postcode brings in majority of your bequests

Acquisition Source

- How did your supporter first become connected with your organisation?

Last active contact

- Does the supporter reply to response mechs, appeals? When was the last conversation with the donor?
- TIP: Track if a supporter is forthcoming with updated details.

Acquisition Date

- What is the average length of time your realized bequestors were on your database and supported your organisation?

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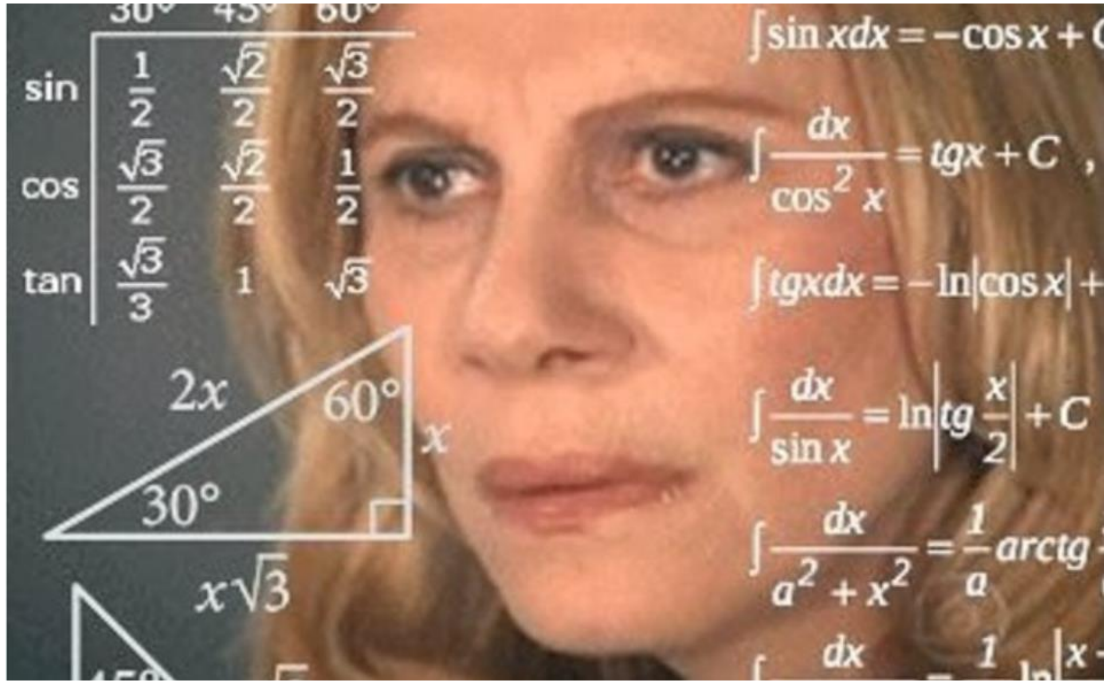
Let’s Bequest Test It….

If you are going to fail…. Fail quickly and move on and try again….

Remember to document and track results, be objective and don’t have confirmation bias

- Every organisation and database and supporter pool is different
- To best know how to prospect and nudge the supporters along your pipeline TEST IT!
- Look for and test different strategies



Examples of bequest tests – (BeTests)

- **Rating system**, get your data team to help rate the criteria of each category of your supporters e.g age, marital status, giving history.
- **A / B tests** e.g comparing different segments and outcomes to determine which segment is more viable.
- Don’t be afraid to test **new concepts** that will work for your organisation or in your supporter conversations e.g social norming, nudging, mailouts with response mechs, specific questions in conversations.

Nudging through the pipeline

Information we capture along the way

Capturing your notes

What is important for your organisation to capture about your supporters?

Below is an example of what we would capture to improve future conversations and assist nudging along the pipeline.

Before calling Prospects look at….

- Connection to cause
- Age
- Marital Status
- Giving history
- Lifetime giving amount
- Acquisition Source
- Appeals they’ve been sent
- Response mechs received
- Last contact from your organisation
- Solicit codes on file

What are you capturing when speaking to your considerers?

- Checking Bio details
- Connection to cause
- Areas of interest in your organisation
- Marital details – spouse name
- What information you have given on a GIW
- Supporters response to GIW
- Next steps
- Next follow up date
- Are they in a VC?
- Complaints compliments
- Objections to GIW
- Considerer rating 1, 2 & 3 (1= Warm to the idea, 2 = Open to considering the idea, 3 = Didn’t say no)

What are you capturing when speaking to your intenders?

- Date they plan to update their Will
- A date for follow up
- Regularity of Will revision
- Intention of gift type
- Family information – children, grandchildren, pets
- Solicitor
- Intender urgency rating (1,2 & 3 – 1 = Updating soon, 2= Updating 1-3 years, 3= 3+ / Unknown update)
- Family issues

What are you capturing when speaking to your confirmeds?

Gift type

Will they be a GIW ambassador

Bequest ‘thank you’ type / Anon BQ

NOK, POA, EPOA

Executor details

Family awareness of GIW

Residual / Pecuniary amount

Specific gift type

Conditions of gift

Specifics of where to spend GIW

Copy of Will

Will type

Beneficiaries / Other charities in Will

Has supporter removed / changed beneficiary

Possibility of Will being contested

What to do next????

New confirmed are coming in, numbers are going up….. What's next?

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STEWARDSHIP

Retaining an existing gift is better bang for your buck!

A great stewardship program will have a minimum of 6 – 8 touchpoints per year.

- 1 x Thank you call
- 1 x Bequest requalification call
- 1 x Event invite
- 2 x Appeal letters
- 1 x Birthday Card
- 1 x Christmas Card
- 1 x Impact Report

- Get some volunteers to do thank you calls and quick check ins.
- Use your marketing team to send out a Bequest specific Mailing – impact report, bequest donor care mail.
- Invite your bequestors to existing organisation events, don’t create your own.
- Get volunteers to hand write letters, cards and thank yous with receipts.
- Telemarketing

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Questions?