

Include a Charity 2021 Gifts in Wills Conference

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**INCLUDE
A CHARITY**



**Fundraising
Institute
Australia**

Initial buy in and setting up program metrics



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So why are you here?



1. You're interested in starting a gifts in Wills program but don't know where to start.



2. You've been trying to convince the board to invest in a Gifts in Wills program for years without being able to secure buy in.



3. Your Gifts in Wills program has been limping along due to resource constraints.

4. Your organisation has just received a significant bequest and the board are now asking you to build a program.





You've secured funding to establish a Gifts in Wills program, but unsure how set up meaningful metrics that help illustrate the success of the program.

There are 3,000,000,000,000 reasons to invest in a Gifts in Wills program.



Barriers to gaining internal buy in

1. Return on investment appears unfavourable
2. Resource constraints/competing priorities
3. Not enough data to understand the potential
4. Uncomfortable about asking supporters to consider a gift in their Will

Building your business case

1. Bequest revenue to date
2. Understanding the opportunity within your supporter base
3. Benchmarking
4. Projecting the potential
5. Knowing what to ask for

Looking at the past as an indicator of the future

- Have you received bequest revenue in the past?
- When was it received?
- How frequently are you receiving bequests?
- Were the supporters known to you?
- Did the supporters give in their lifetime and how?

Understanding the opportunity within your supporter base

Database Administrators



What my friends think I do



What my mother thinks I do



What my boss thinks I do



What my users think I do



What I think I do



What I really do

Make friends with your CRM data manager

- Age
- Gender
- Giving History
- Family information (Childless, Singles)
- Geographical distribution

Baby Boomers

Silent
Generation



Benchmarking

1. Obtain information about like charities

- Resourcing, revenue
- Annual report comparisons

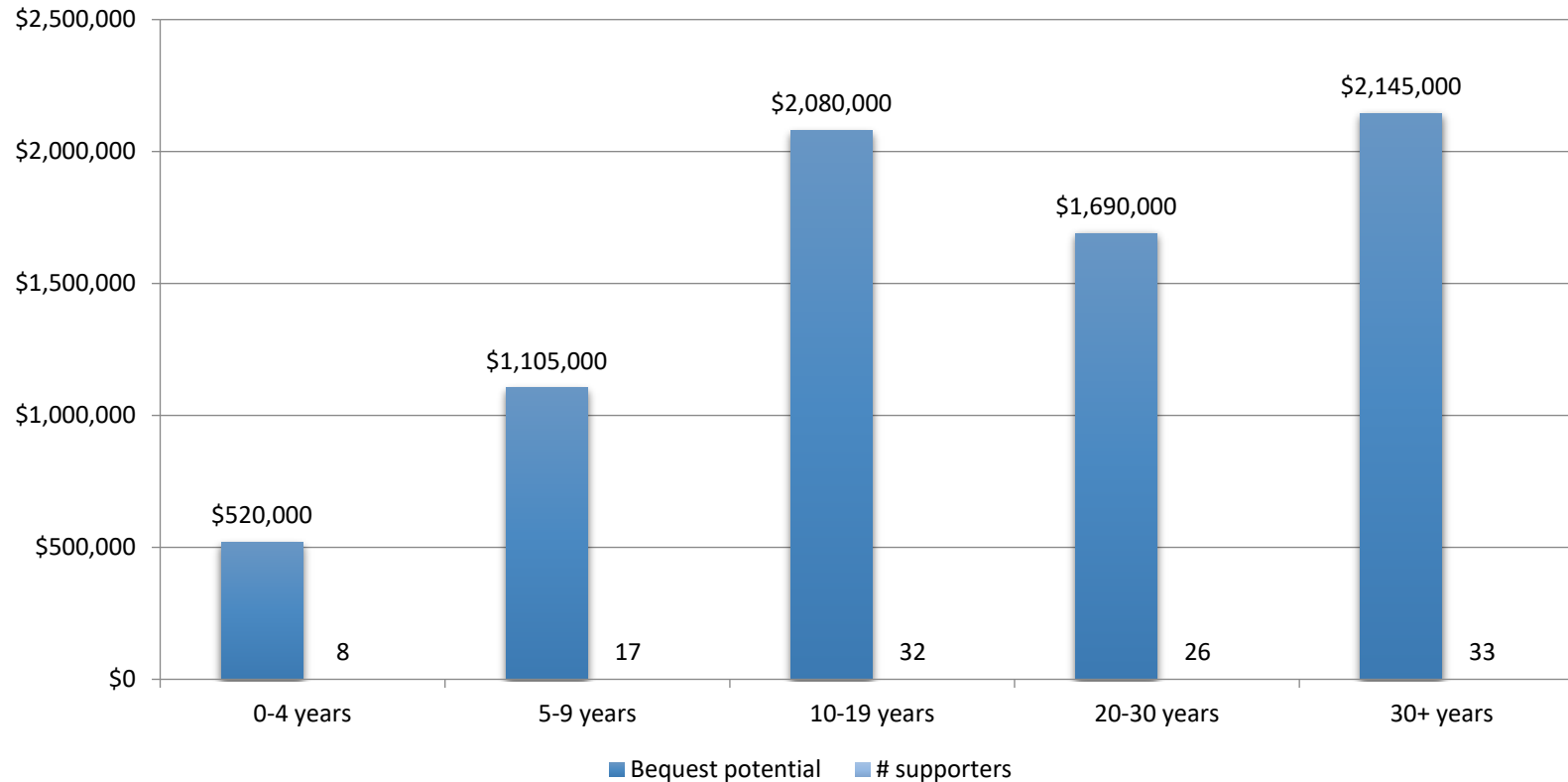
2. Sector benchmarking figures

- Av BQ \$65,000 (Pareto benchmarking 2018). Higher Ed \$340K (CASE benchmarking 2020)
- GIW pledge rate for loyal cash donors 3.2% (Pareto benchmarking 2018)
- GIW pledge rate for donors making gifts of \$1000+ 2.6%(Pareto benchmarking 2018)

LET ME CHECK MY

CRYSTAL BALL

Projecting the potential



Assumptions:

- Half supporter base are loyal regular donors or make gifts of \$1000 and over (2000 supporters)
- Of that 2000, 5.8% consider a gift in their Will.
- Average gift in Will is \$65,000

**Total Bequest potential
\$7.54m**

Knowing what you're asking for

- Resources FTE
- Collateral/Communication development
- CRM upgrades
- Prospecting/campaign budget
- Stewardship program
- Minimum term of investment 5 years
 - First year set up
 - Consecutive years implementation of a strategy

Program metrics

1. Lead generation
2. Conversion of prospects to confirms (Moves management)
3. Engagement and stewardship
4. Establishment of a GIW pipeline

Lead Generation

La Trobe University Alumni phone survey

Identified prospect pool	# contacted	# surveys complete	# Gifts in Wills leads
4239	1211	884	100

Conversion of prospects to confirms (Moves management)

1. Qualification
2. Considerers - aim to move to intending or confirmed within 18 months to 2 years
3. Intenders - aim to move to confirmed within 6-12 months

Engagement and stewardship

1. 100% qualified prospects have a prospect management plan within a month of confirming
2. # Personal touch points per annum

Establishment of a Gifts in Wills pipeline

Prospect stage	Likelihood rating	Bequest value estimate
Considerers	25%	\$16,250
Intenders	75%	\$48,750
Confirms	100%	\$65,000

Assumptions:

- Average bequest value \$65,000
- 25% of Considerers will confirm
- 75% of Intenders will confirm
- 100% of Confirms will result in a realised gift

Key take away messages

1. The time for investing in a Gifts in Wills program is now.
2. Gain as much insight to your supporter profile as possible to ensure you understand the potential and can tailor your prospecting to have the best impact.
3. Change the narrative around ROI, and focus on the building of strong relationships that will ultimately lead to a solid bequest pipeline and transformative change for your organisations cause.

Thank you



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