

Include a Charity 2021 Gifts in Wills Conference

15 September 2021



**INCLUDE
A CHARITY**

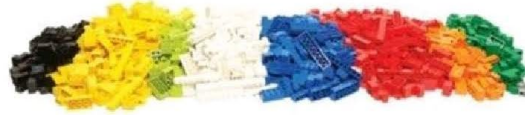


**Fundraising
Institute
Australia**

DATA



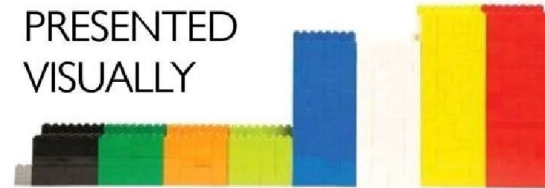
SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



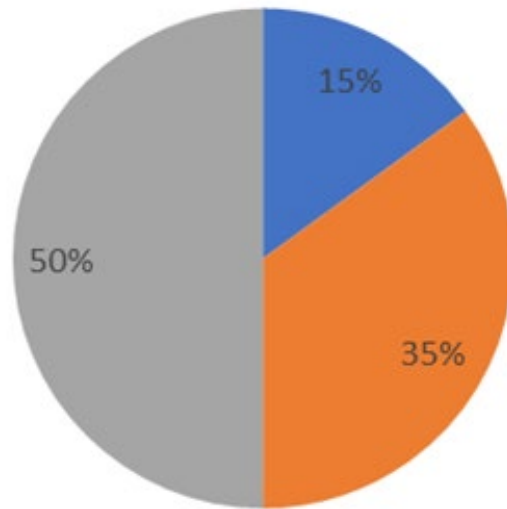
Using Data To Make Informed Decisions For Your Gifts In Will Program

- Cautions & Caveats With Data When Used For Bequests
- Gifts In Will Data Myths - Refinement
- Gifts In Will Modelling – Identification
- Gifts In Will Forecasting
- Summary

Bequest Data Issues

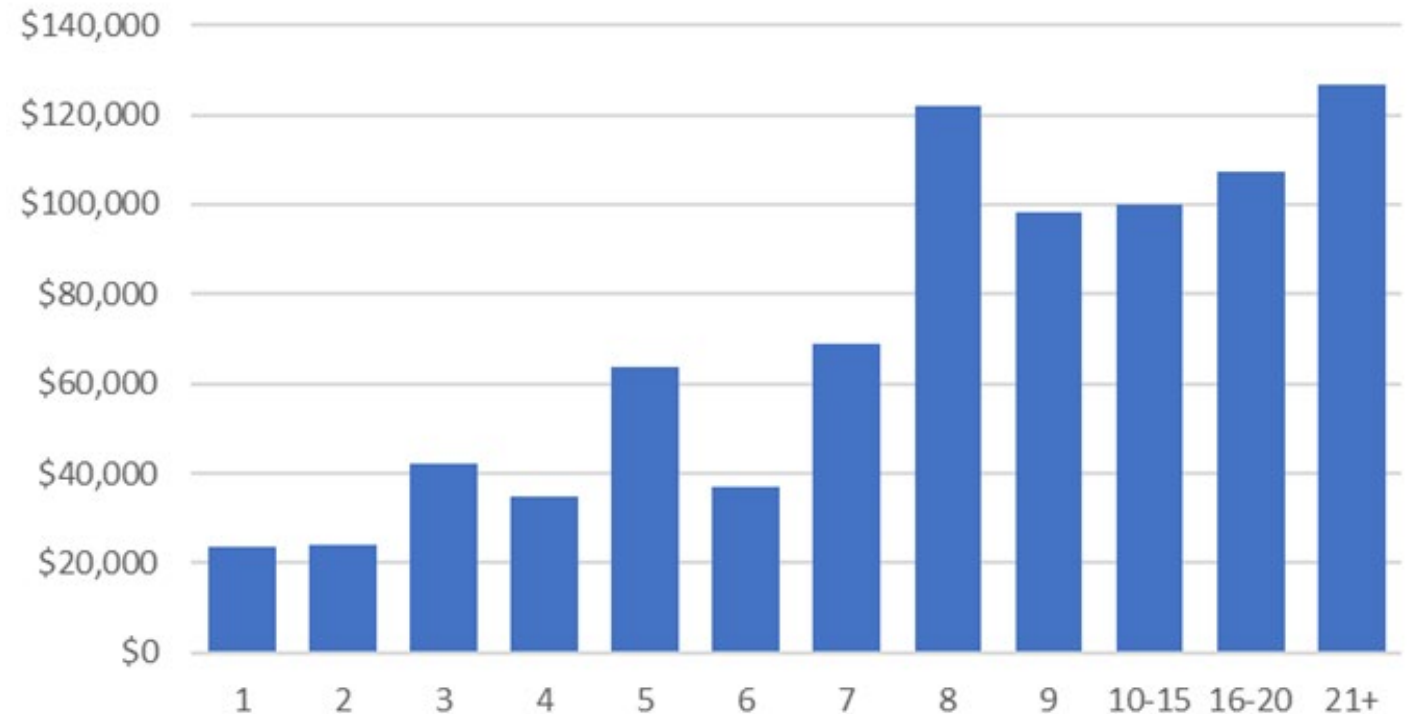
Gift In Will Data – Additional Income?

Realised Bequests

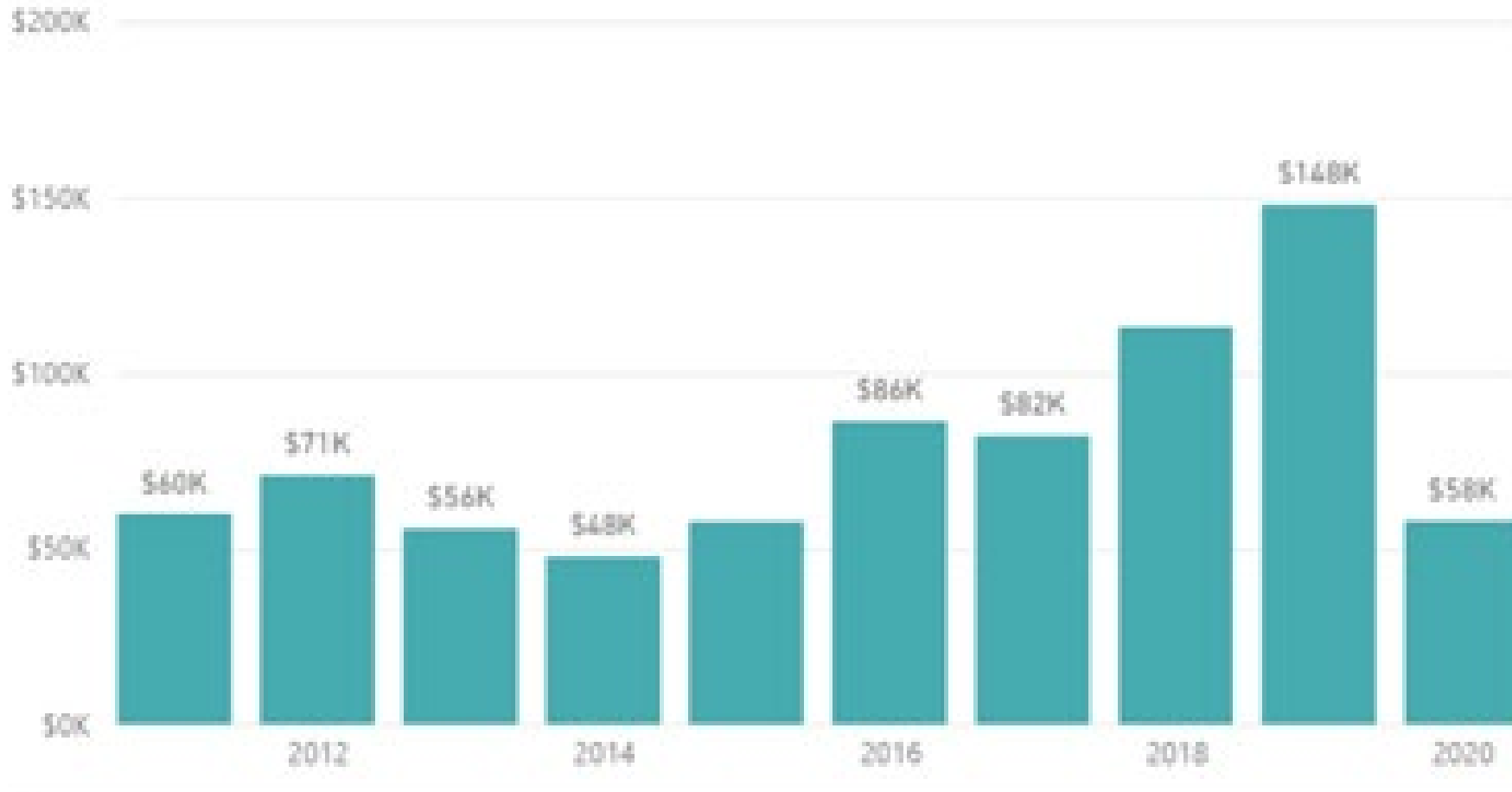


■ Known Confirmed ■ Donor, Not known ■ Unknown

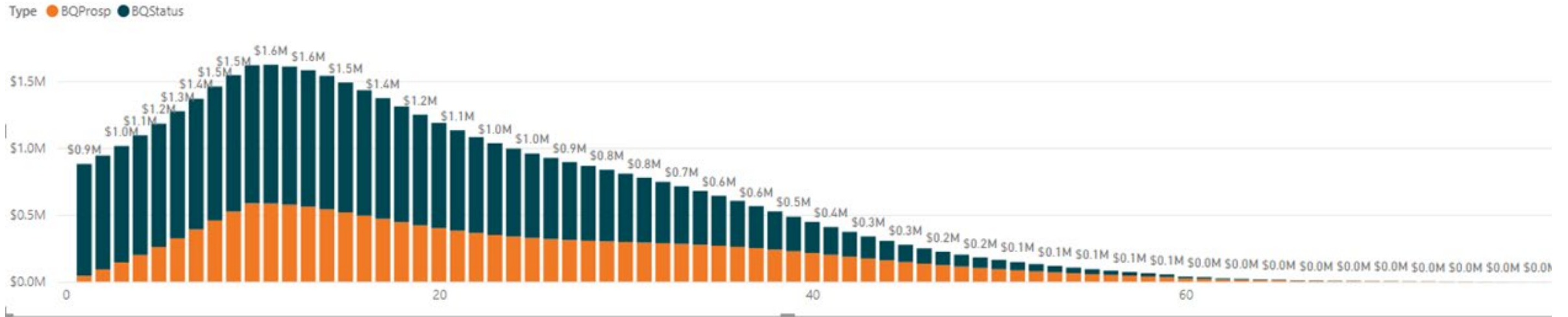
Ave Bequest Amount - Year since first gift



Gift In Will Data – Wide Variances



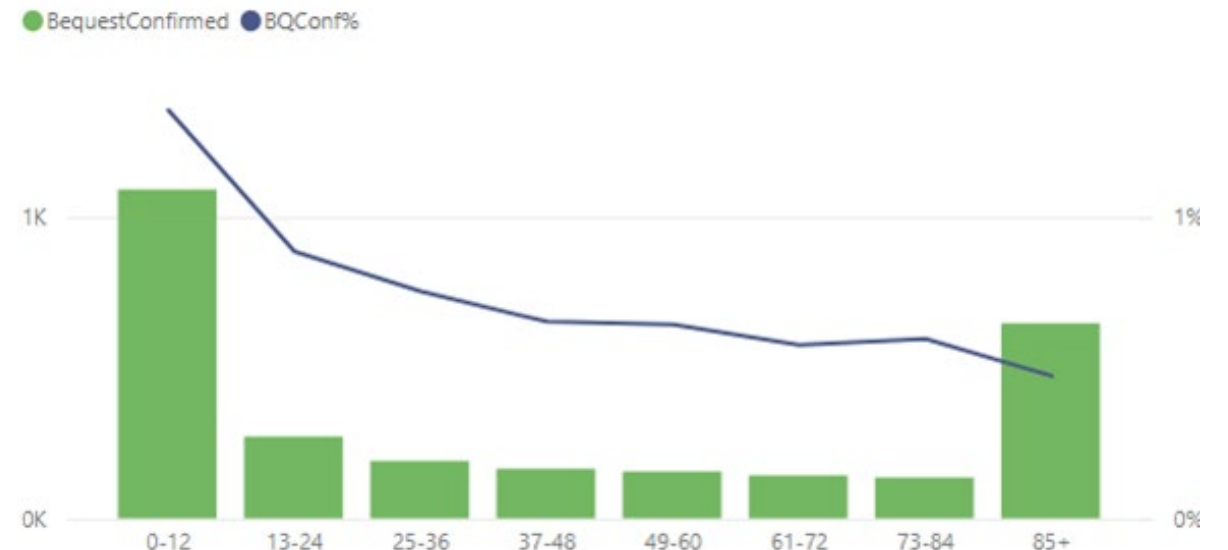
Gift In Will Data – Forecasting Margin Of Error



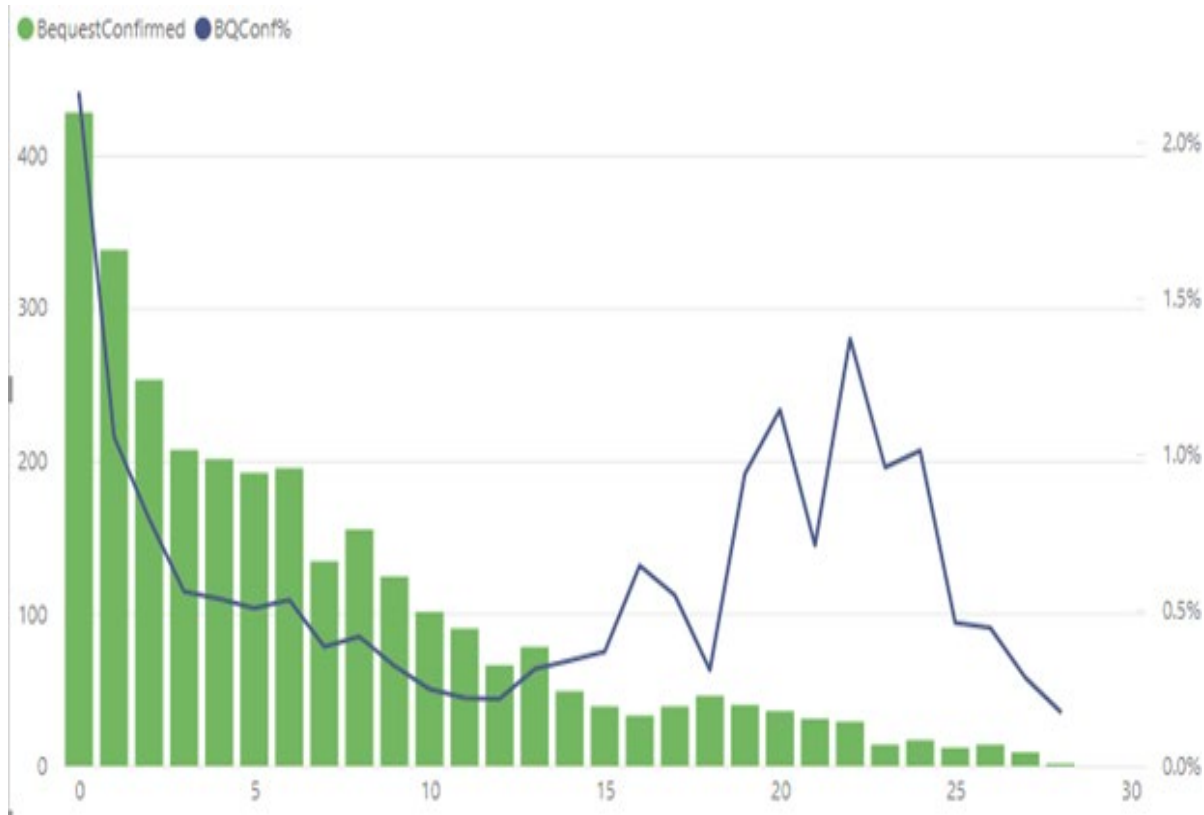
Type	0	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	Total
BQStatus	\$3,448,969	\$4,866,288	\$5,116,016	\$4,497,644	\$3,595,554	\$2,912,946	\$2,285,143	\$1,573,195	\$936,431	\$513,900	\$279,735	\$143,999	\$50,256	\$17,895	\$6,497	\$2,147	\$30,246,615
BQProsp	\$480,006	\$1,955,529	\$2,846,186	\$2,348,003	\$1,831,575	\$1,564,720	\$1,436,096	\$1,248,390	\$935,062	\$620,725	\$387,625	\$224,458	\$87,271	\$33,989	\$13,775	\$4,794	\$16,018,203
Total	\$3,928,975	\$6,821,817	\$7,962,202	\$6,845,647	\$5,427,128	\$4,477,666	\$3,721,239	\$2,821,585	\$1,871,493	\$1,134,625	\$667,360	\$368,458	\$137,527	\$51,884	\$20,272	\$6,941	\$46,264,818

Bequest Data Myths

Gift In Will Data – Myth Of Length Of Giving



Gift In Will Data – Myth Of Length Of Giving

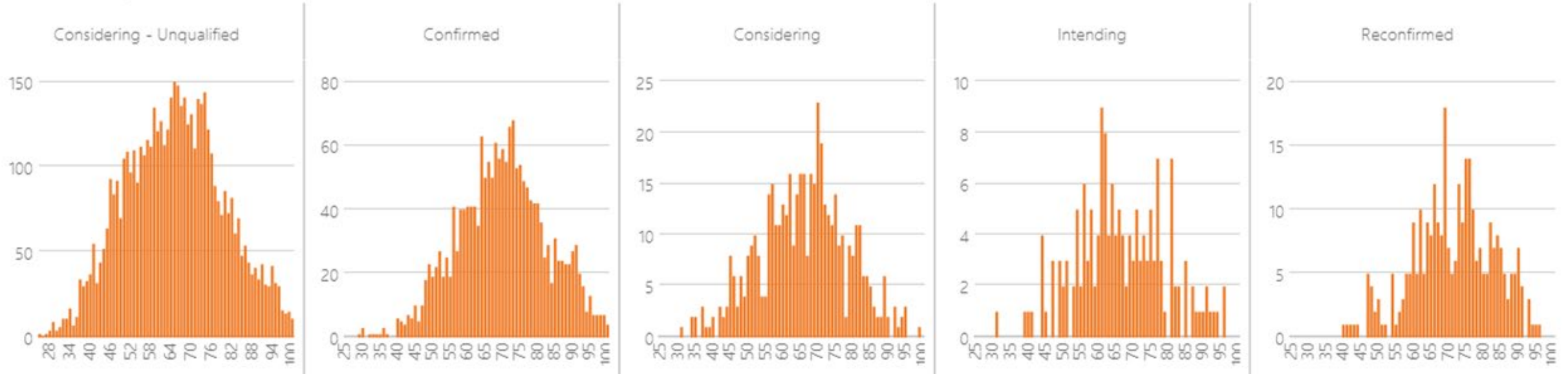


Gift In Will Data – Value As Predictor



Gift In Will Data – Age As A Predictor

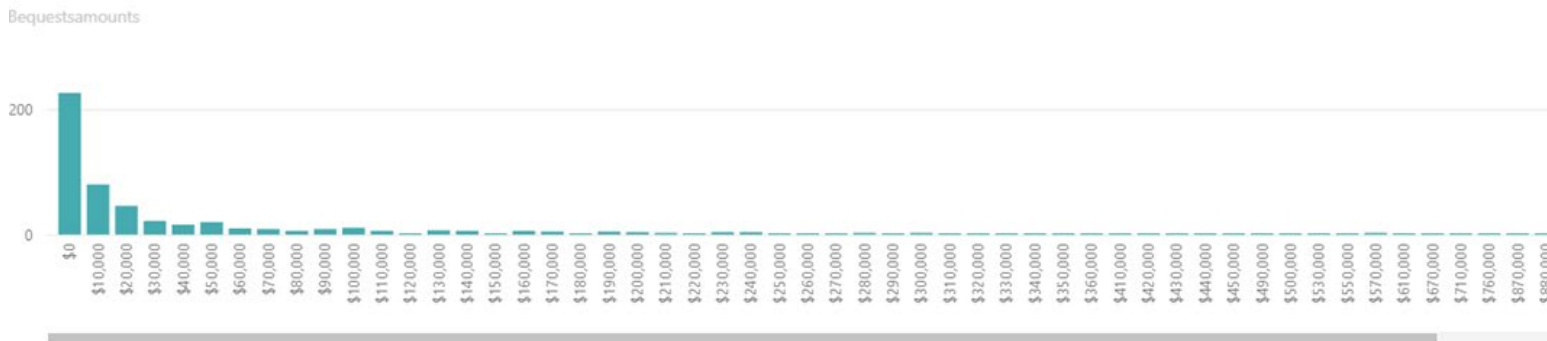
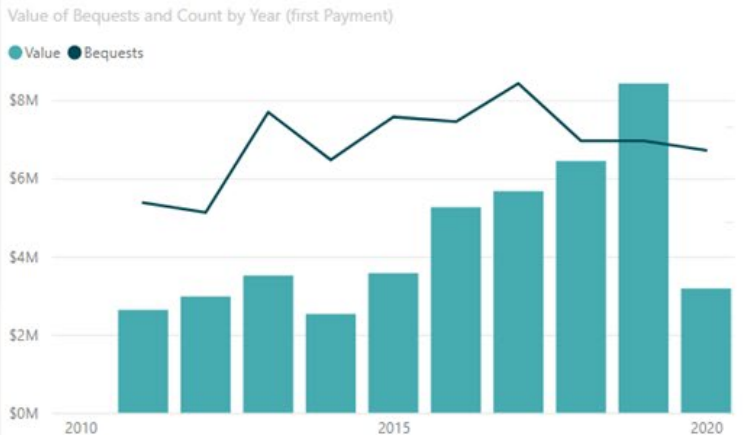
BQ Status - Actual Age



Gift In Will Data – Bequest Types

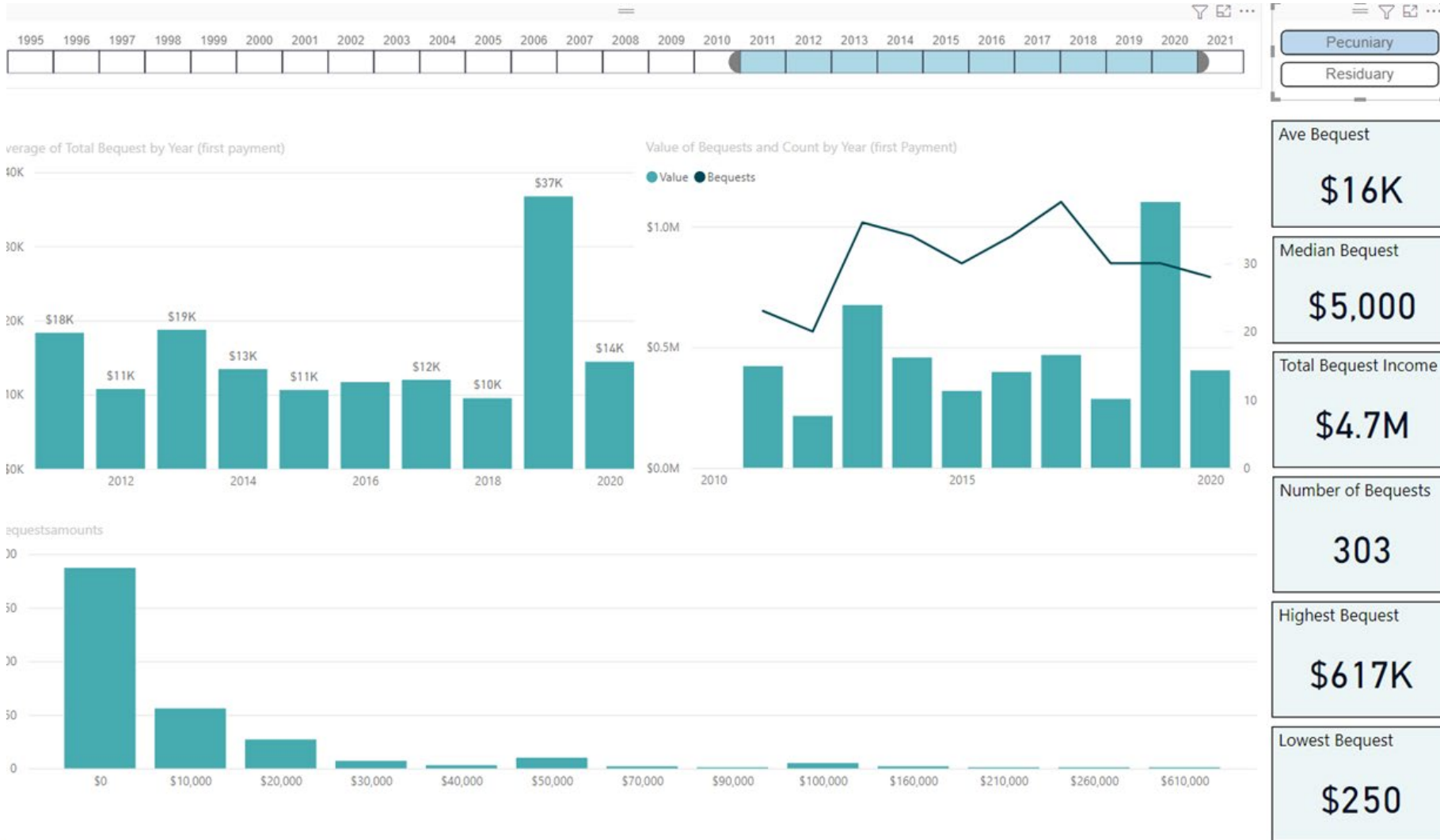


- Pecuniary
- Residuary

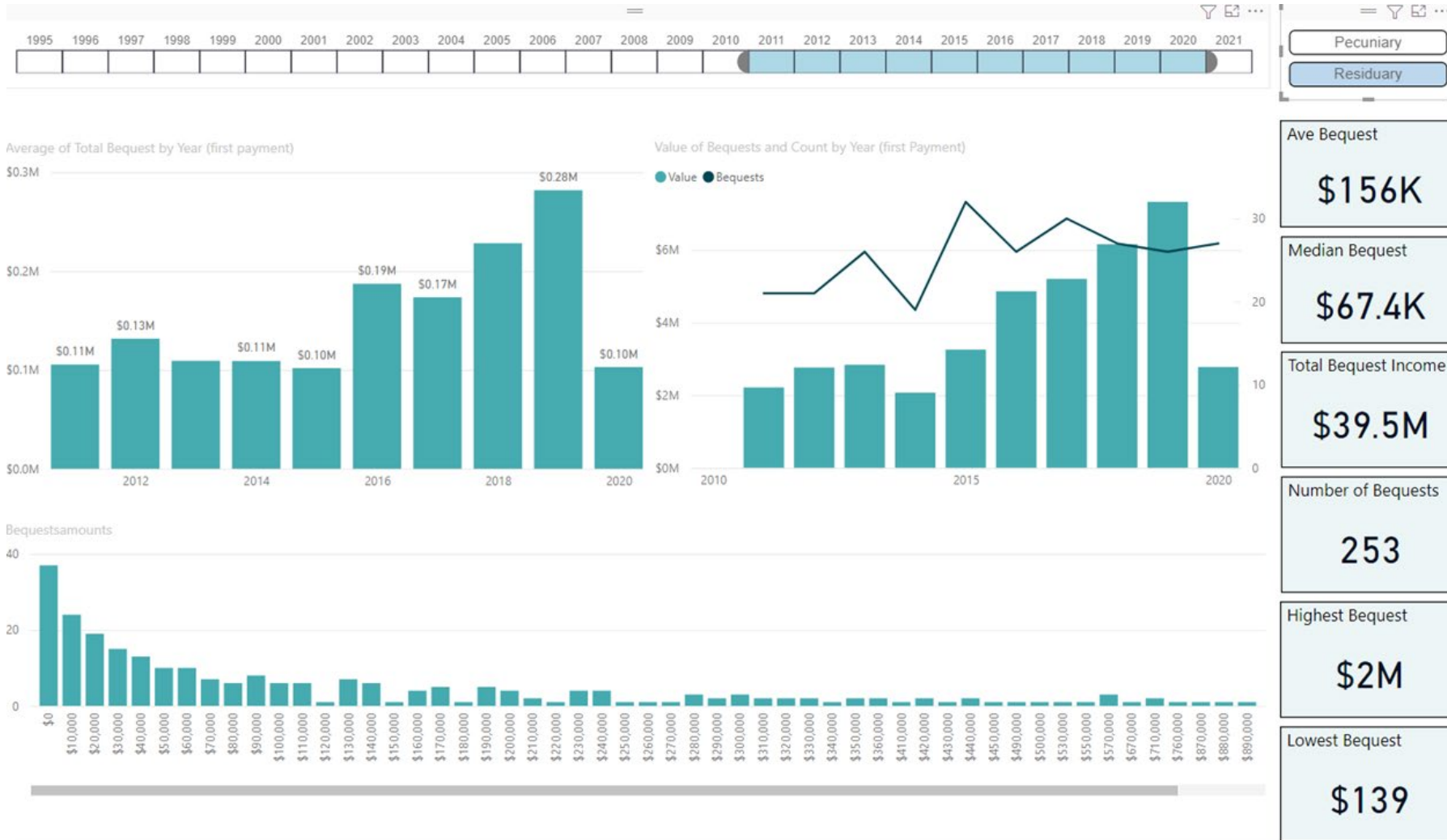


Ave Bequest	\$79K
Median Bequest	\$10.5K
Total Bequest Income	\$44.2M
Number of Bequests	558
Highest Bequest	\$2M
Lowest Bequest	\$139

Gift In Will Data – Bequest Types

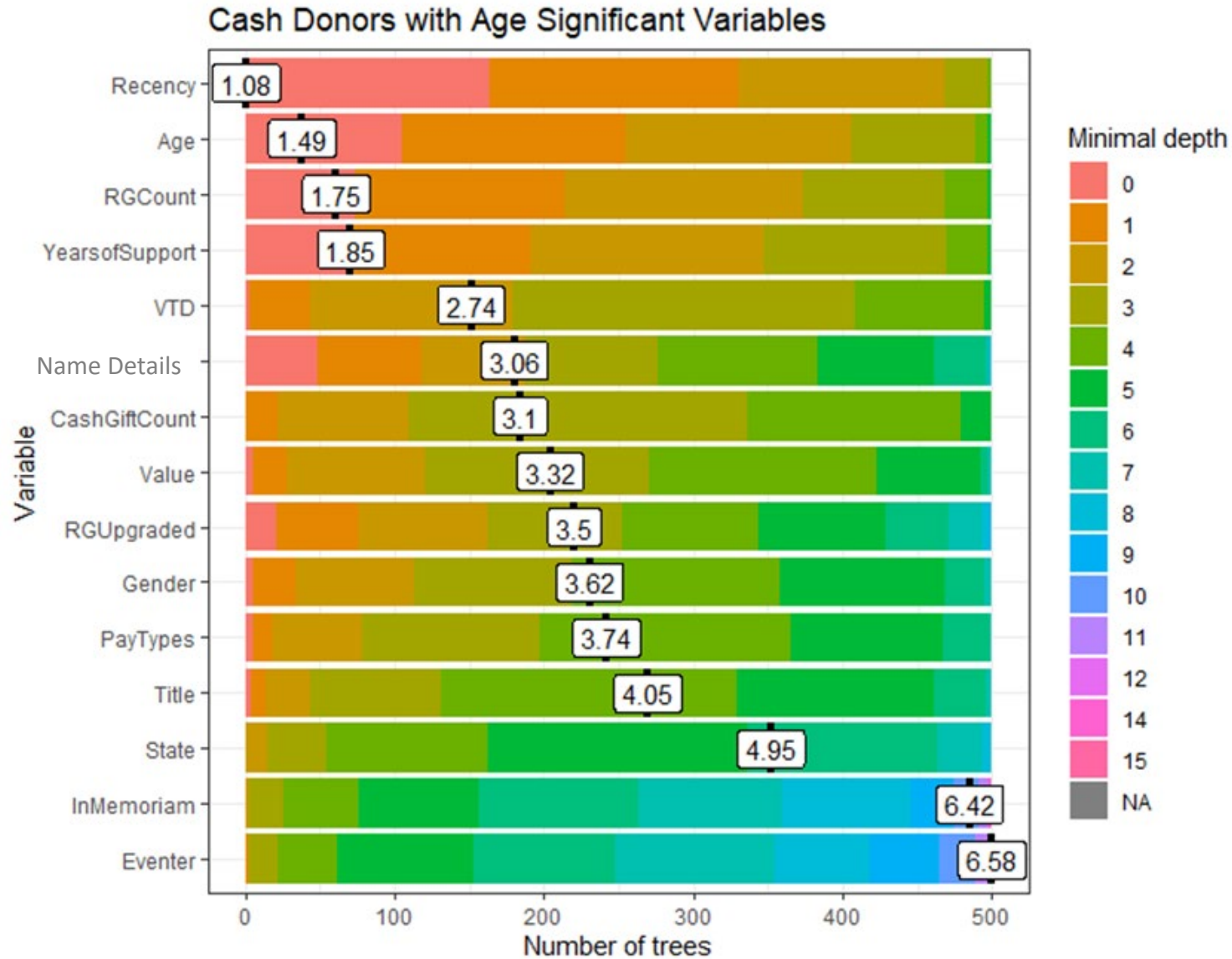


Gift In Will Data – Bequest Types

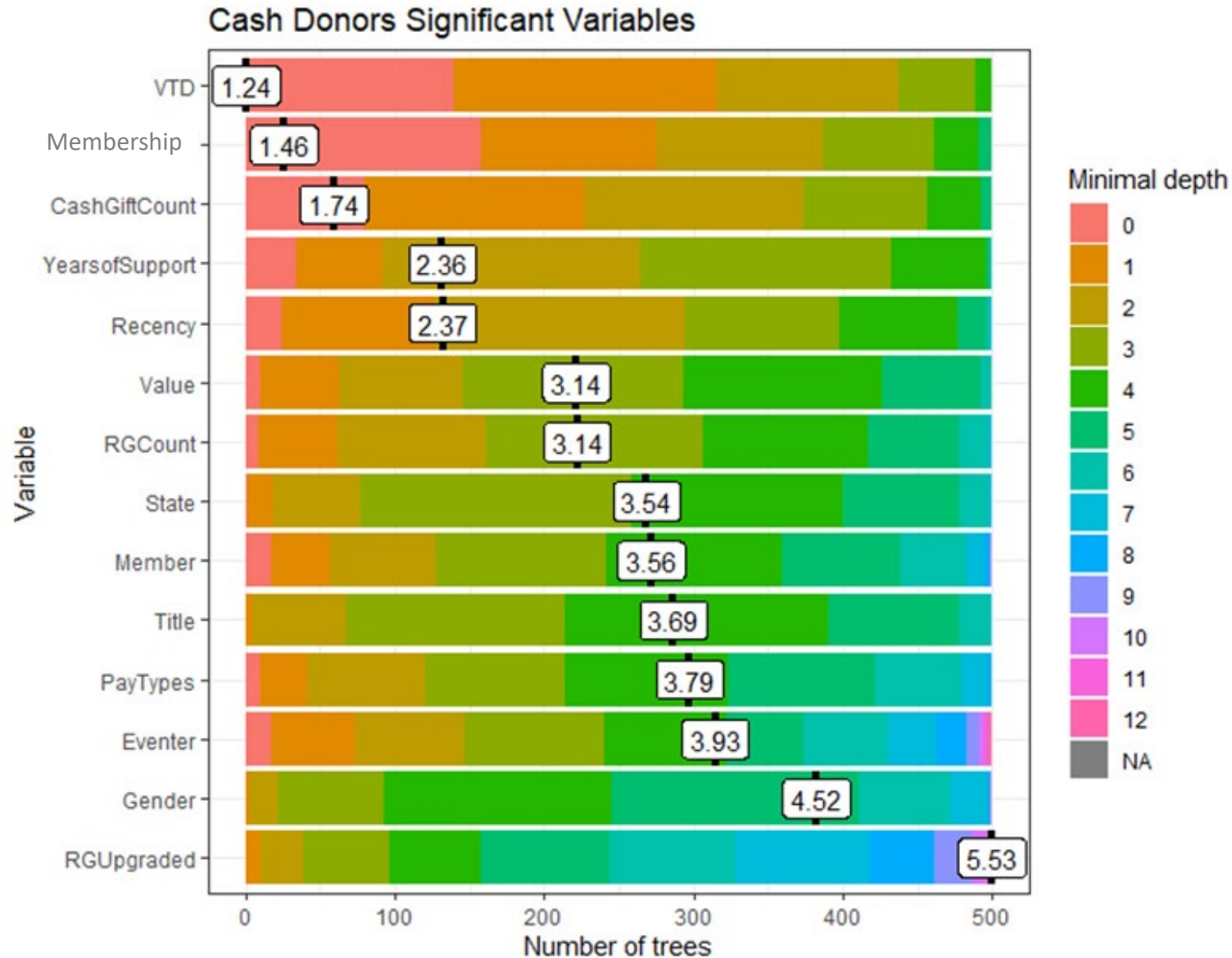


Gifts In Will Modelling

Gift In Will Data – Key Variables

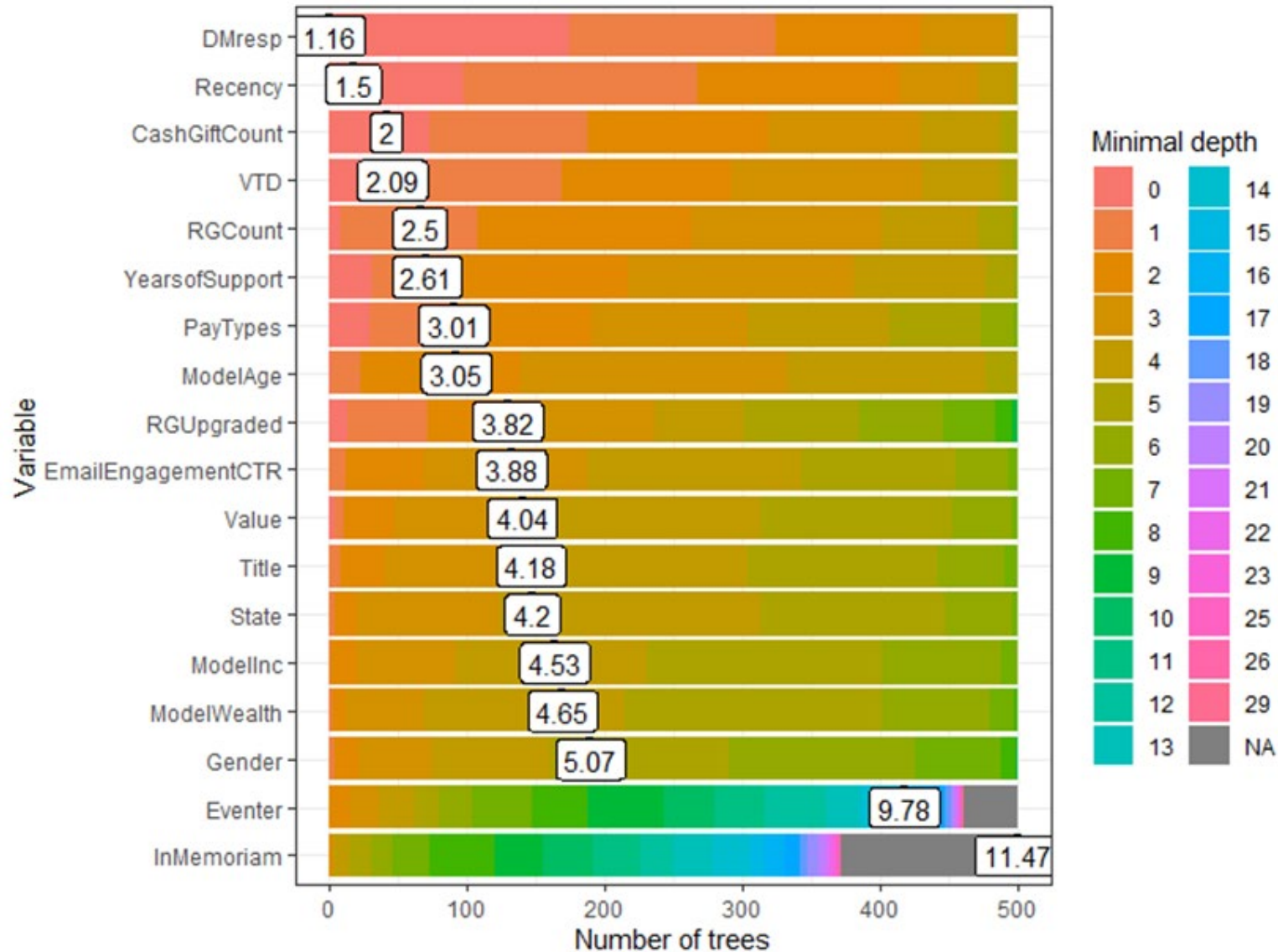


Gift In Will Data – Key Variables

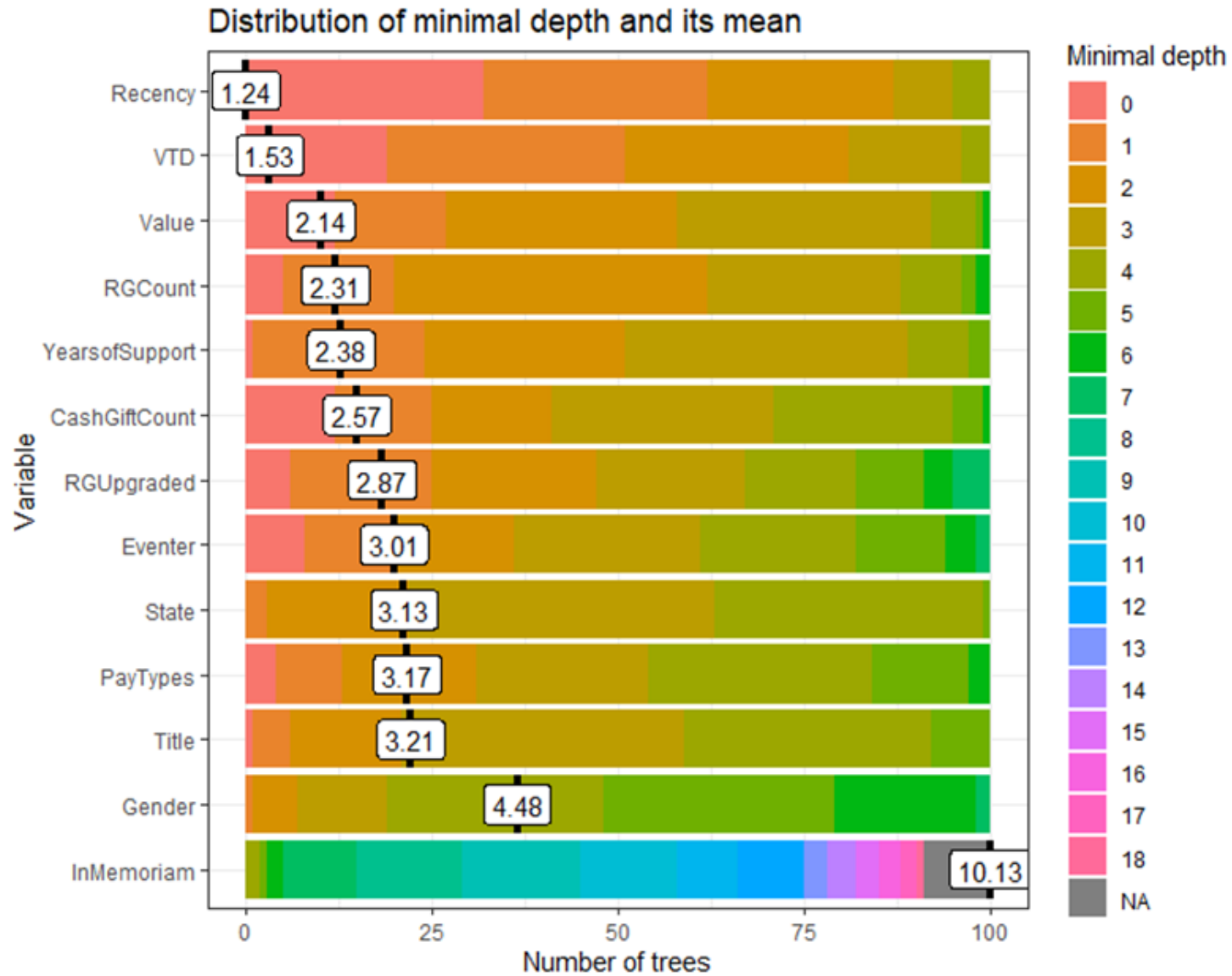


Gift In Will Data – Key Variables

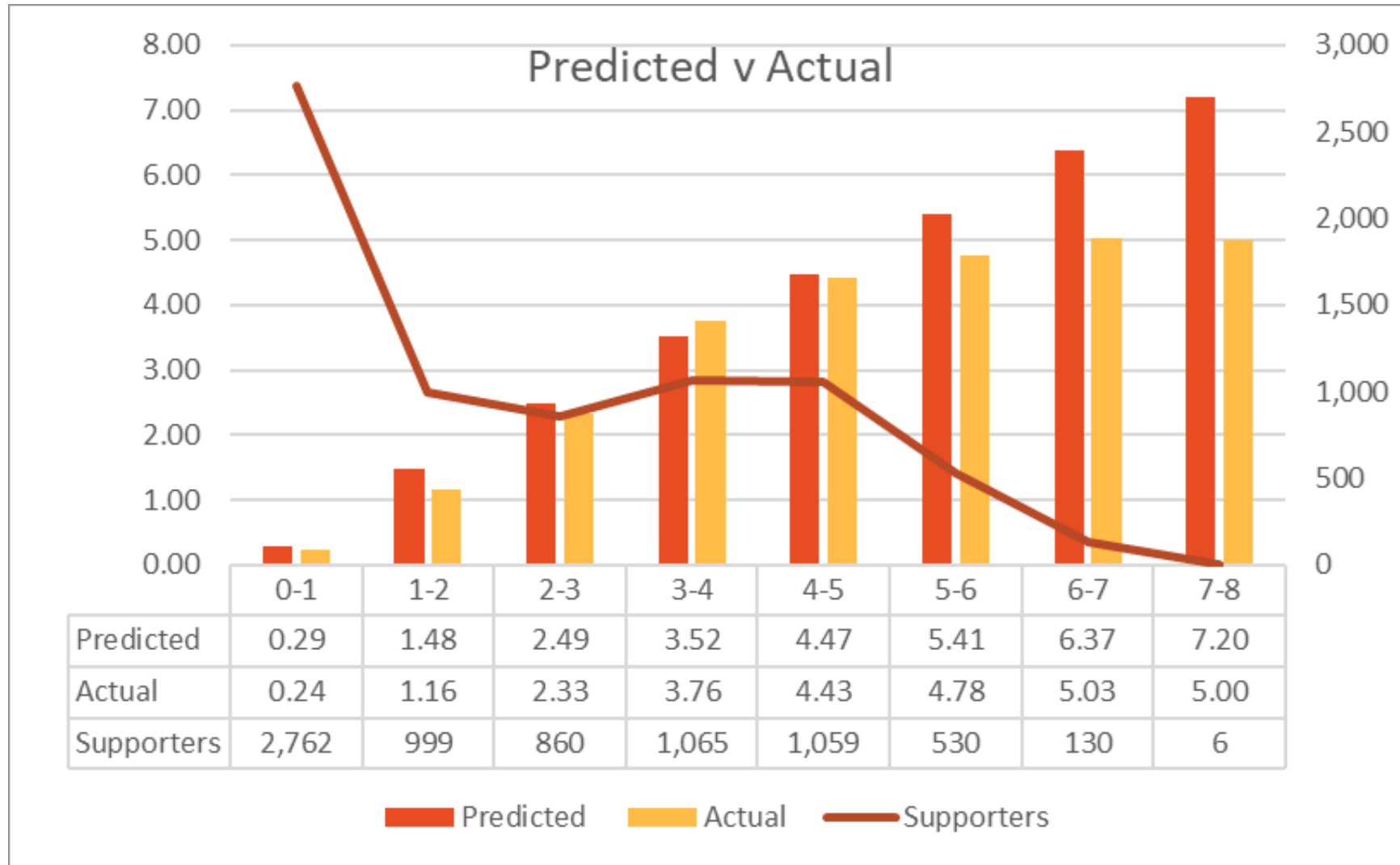
Distribution of minimal depth and its mean - Cash Donors



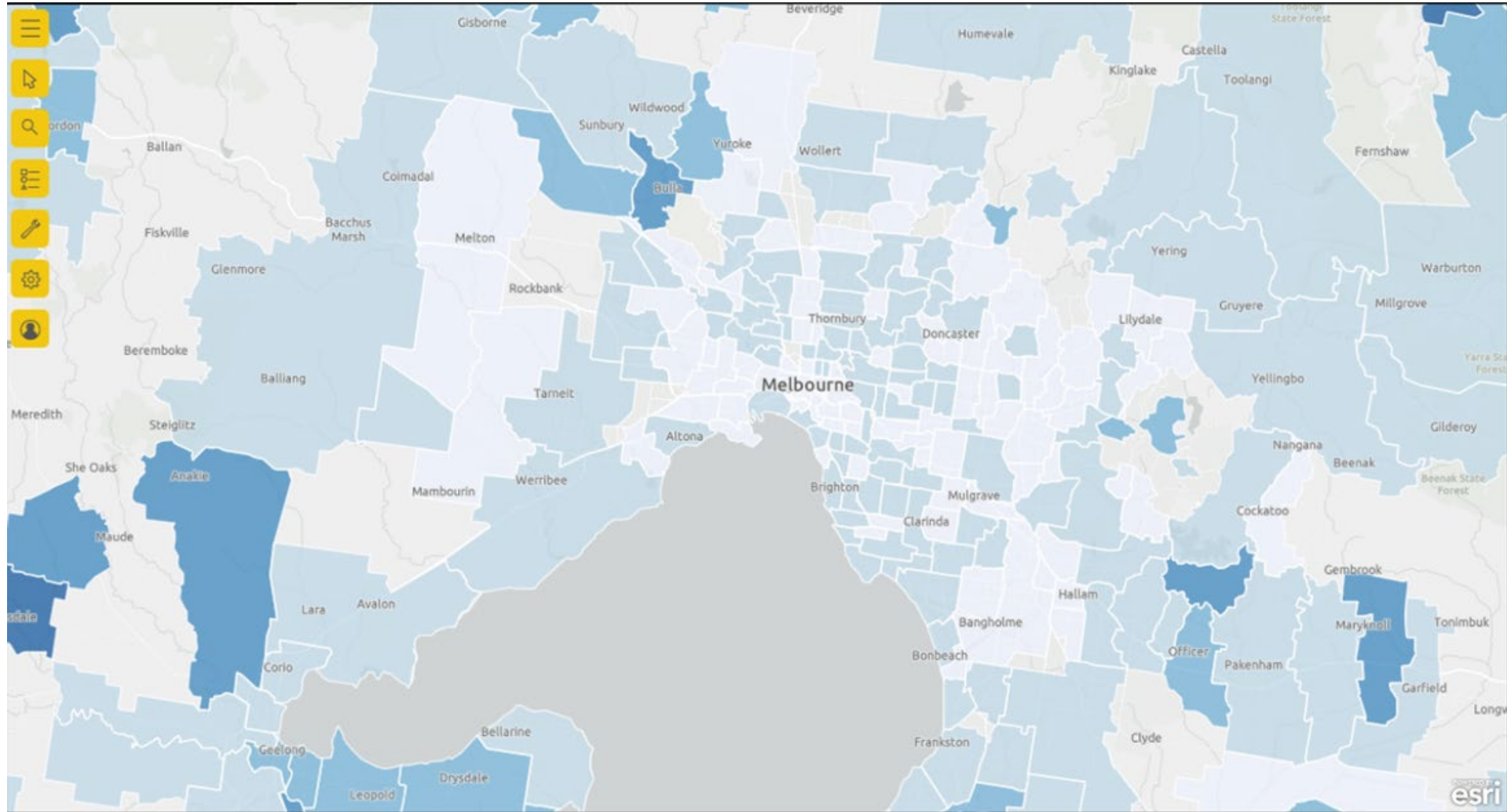
Gift In Will Data – Key Variables



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Gift In Will Data – Key Variables



Gifts In Will Modelling

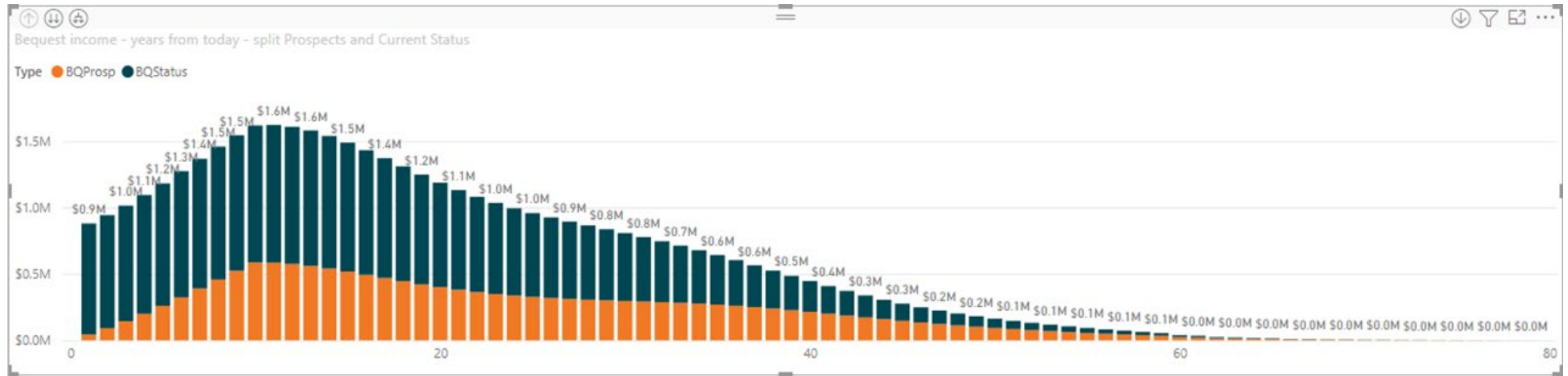
Gift In Will Data – Modelling

Existing GIW prospects

- Expected Bequest split between Specific amounts and Non Specific
- Gender Split for Realisation rates
- Age – for Bequest realisation rates

BQ Type	Gender	Median Age	BQ Confirmed	Ave Bequest	Realised probability	2021	2022
Specific	F	76	10	\$20,000	70%	\$1,560	\$3,278
	M	76	5	\$25,000	50%	\$1,161	\$2,411
	U	70	2	\$15,000	60%	\$137	\$285
Non Specific	F	76	10	\$120,000	70%	\$18,715	\$20,622
	M	76	5	\$120,000	50%	\$6,684	\$7,365
	U	70	2	\$100,000	60%	\$1,338	\$1,479

Gift In Will Data – Modelling



Type	0	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	Total
BQStatus	\$3,448,969	\$4,866,288	\$5,116,016	\$4,497,644	\$3,595,554	\$2,912,946	\$2,285,143	\$1,573,195	\$936,431	\$513,900	\$279,735	\$143,999	\$50,256	\$17,895	\$6,497	\$2,147	\$30,246,615
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Expected Estate Value

\$100,000

Prospect Conversion Factor 1 = Base

1.00

Female Realisation Rate

0.70

Male Realisation Rate

0.50

Summary

Summary

- Remember limitations of bequest modelling – variance is an issue but you can base forecasts on observed averages
- Recency/Value still strong bequest predictors but be careful with tenure/length of giving – don't exclude shorter tenure donors
- Importance of recording date of bequest status and type – more data the better

Summary

- Confidence in key indicator variables of recency/value to date/age/years of support and number of gifts but remember these are self-fulfilling and inter related in some instances
- Much greater confidence in predictive variables that forecasting cash flows
- Don't forget the caveats and manage audience expectations regarding margin of error



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