



# IAC Week 2021

# Campaign Review



# CONTENTS

- 1. Objective**
- 2. IAC Week Concept**
- 3. Approach**
  - a. Quiz Summary**
  - b. Media Summary**
  - c. IAC Conference Summary**
- 4. Lessons Learned**
- 5. Next Steps**



# OBJECTIVE

**Include a Charity Week is a social change campaign. The goal is still to shift the attitudes of the public, and to raise the propensity of people to leave a Gift in their Will.**

**The 2021 Include a Charity week campaign was different from those undertaken in the past. The 2021 IAC Week was entirely virtual due to COVID-19 restrictions however new key learnings have been established as result.**

**The campaign still drew awareness to the act of including a charity, but incorporated a tangible action marketed to the public: an engaging, self-reflection quiz that motivates the user to discover how their life story, experiences and beliefs combine to inform the kind of mark they wish to make on the world.**



# TARGET AUDIENCE

Primary	Secondary	Tertiary
Australians aged 65+ who do not have children	Australians aged 65+m who do have children	Family members and those above 50+



# IAC WEEK CONCEPT

The 2021 campaign invited people to take part in an engaging, self-reflection quiz that helped them to discover how their life story, experiences and beliefs combine to inform the kind of mark they wish to make on the world.

IAC Week 2021 logo



**INCLUDE  
A CHARITY  
WEEK 06-12.09.21**

*When legends begin*

FIA

Fundraising  
Institute  
Australia

The Professional Body for Australian Fundraising



INCLUDE  
A CHARITY  
Make your mark

# IAC WEEK CONCEPT

**AWARENESS**

- Drive conversation about including a charity in one's Will
- Promote campaign activation - the quiz

**ENGAGEMENT**

- Provide social proof of ordinary Australians who decided to include a charity
- Offer quiz to help audience identify their own generosity drivers

**AFFIRMATION**

- Reveal profile to individuals and encourage them to see the positive way that including a charity in their Will would help them

**REFLECTION**

- Follow-up with individuals to see how understanding their profile is affecting their intentions



# APPROACH

## 1. IAC Week quiz

- a. Media placements included a QR code or url which lead to a dedicated microsite.
- b. Highly targeted Facebook ads to a specific demographic promoted engagement.
- c. Tested messaging – Your Legend Quiz and 2x follow up emails.

2. **Member Involvement** - provided members with digital assets to tailor strategic communications during the campaign, invited them to share their case studies.

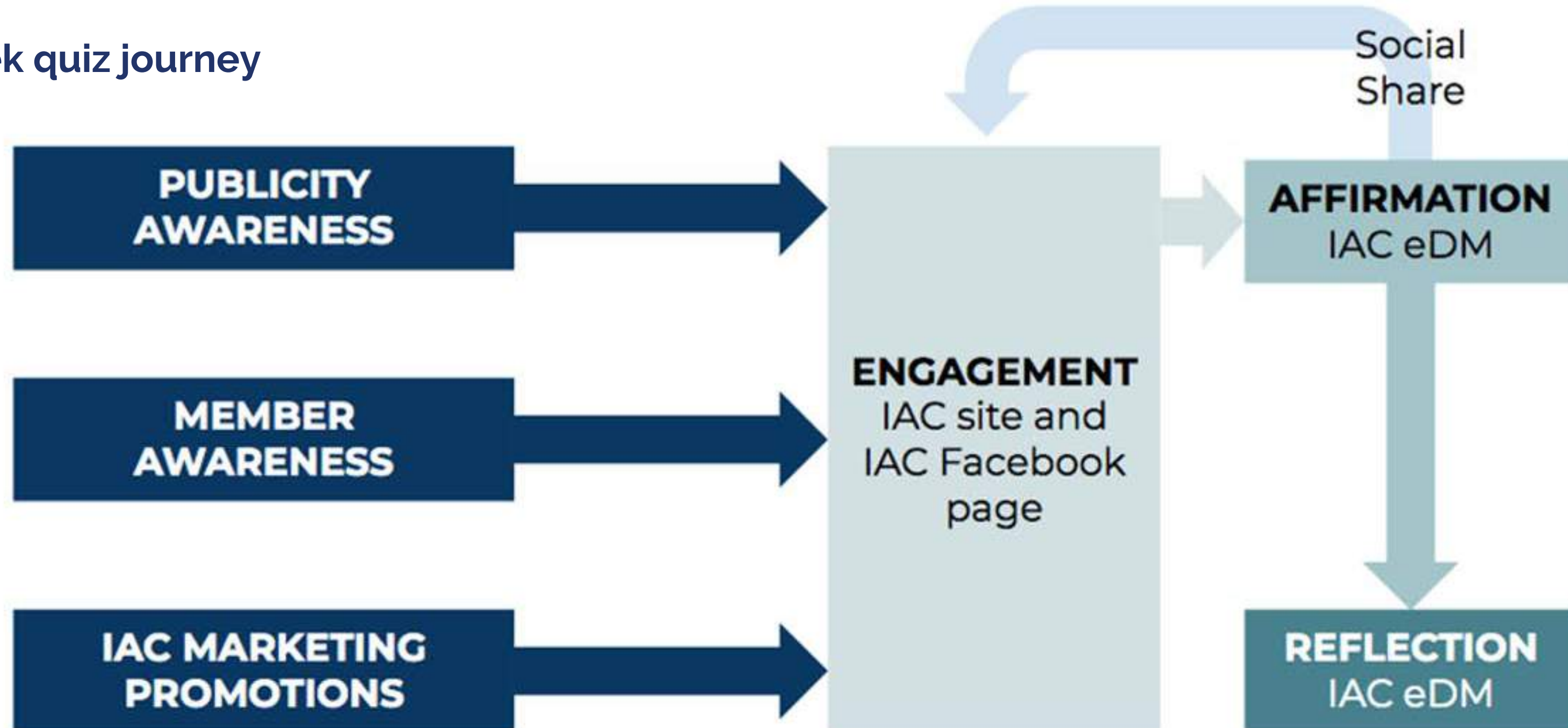
3. **Media Marketing** – 3x new testimonial videos for digital and social use, radio ads (30" and 15"), paid media opportunities, TV News spots, bequestor case studies in print and digital publications,

4. **IAC Gifts in Wills Conference** – replacing traditional roadshows this virtual one-day event was open to IAC members, FIA members and non-members.



# QUIZ SUMMARY

## IAC Week quiz journey







# QUIZ SUMMARY

**589,391**  
**'Reach'**

**1711**  
**Quiz Entries**

**1817**  
**FB Leads\***

**2,019,511**  
**Impressions**

**36,352**  
**Link Clicks**

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# QUIZ SUMMARY

Include A Charity Sponsored · 🌐

When do legends begin? When you turn the things you believe in, into the things you do. ...See More

Include A Charity Sponsored · 🌐

Discover what kind of legend you are – take the quiz today. 🧠

Include A Charity Sponsored · 🌐

When do legends begin? When you turn the things you believe in, into the things you do. ...See More

Include A Charity Sponsored · 🌐

Take the quiz and discover how legendary you really are.

WHAT KIND OF LEGEND ARE YOU?

Include A Charity Sponsored · 🌐

What kind of legend are you?

Include A Charity Sponsored · 🌐

When do legends begin? When you turn the things you believe in, into the things you do. ...See More

YOURLEGEND.ORG.AU  
Click learn more to take the quiz

LEARN MORE

YOURLEGEND.ORG.AU  
Click learn more to take the quiz

LEARN MORE

YOURLEGEND.ORG.AU  
Click learn more to take the quiz

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Facebook targeted ads



# QUIZ SUMMARY

<b>Benefit to campaign</b>	Provides something “new” for PR and charity member promoters to share and discuss
	Enables campaign theme to focus on the attitudinal factors that influence the decision to leave a gift in Will rather than the assumed factors that create barriers to articulation such as “wealthy status”
<b>Benefit to audience</b>	Provides a way for them to learn something about themselves
	Offers a step that can be taken to achieve insight into what will help them achieve symbolic immortality
<b>Benefit to members</b>	Provides specific measurable engagement device, this will help provide evidence of benefit of collaboration in IAC as well as reveal insights into how Members promotions actually influence audience participation
	Provides trial of device that in future years can become a specific step in bequest acquisition programs



# MEDIA SUMMARY

IAC Week 2021 was the most successful in terms of media reach and number of impressions. Pieces published were engaging and positive in tone with a good mix of member-focused stories.

\*•A suitable Key Opinion Leader/Ambassador was unable to be obtained within time and budget

**130**  
pieces of  
coverage

**24,961,540**  
Audience  
Reach

**7 Charities  
and  
Bequestor  
case studies**

**8**  
Media  
Interviews

**90%**  
Quiz  
Mentions in  
Coverage

**100%**  
positive  
sentiment



# MEDIA SUMMARY



**7 News opp**

**[Click here for link](#)**



# MEDIA SUMMARY

## Testimonial videos

 **Include a Charity AUS**  
667 followers  
2mo • Edited • 

You don't need to be privileged to leave a gift in your Will. You just need to believe that there are others who need the same chances you had. Watch Margaret's story to see how a school teacher makes her mark on childhood education.

This Include a Charity Week, find out what kind of legend you are by visiting <https://yourlegend.org.au/>

 **Include a Charity AUS**  
667 followers  
1mo • 

You don't need to be a rock and roll star to leave a gift in your Will, you just need to have a desire to help others. Watch Asef's story to see how a son's love will help fund a cure for medical illnesses.

This Include a Charity Week, find out what kind of legend you are by visiting <https://yourlegend.org.au/>

 **Include a Charity AUS**  
667 followers  
1mo • 

The 10th annual Include a Charity is round the corner.

You don't have to be older to leave a gift in your Will, you just need a desire to change the world. Watch Amber's story to see how becoming a mother changed the way she fights climate change.

This Include a Charity Week, find out what kind of legend you are by visiting <https://yourlegend.org.au/>





# IAC CONFERENCE SUMMARY

- Entirely virtual
- One-day event
- 3x international speakers
- 2x panel discussions
- 3x keynotes
- 2x streams (starting out and established)



**INCLUDE  
A CHARITY**  
Make your mark

2021 Gifts in Wills  
**Conference**  
15 September





# IAC CONFERENCE SUMMARY

- The COVID-19 pandemic restricted the ability for there to be in-person networking events.
- The IAC 2021 Gifts in Wills Conference proved a highly successful and viable replacement to previous years' roadshows.
- Attendance – 324 delegates
- Feedback surveys - 98% overall quality and 99% overall content
- Immediately following, 5 organisations have enquired about IAC membership.





# ATTENDANCE COMPARISON

## 2021 Conference

Total registered delegates **324**

- IAC Members **213**
- FIA members **65**
- Non-members **25**
- Speakers **21**

## 2019 Roadshow\*

Total registered delegates **420**

- QLD **56**
- NSW **180**
- SA **119**
- VIC **34**
- WA **31**

\*possible delegate overlap at breakfasts  
and workshops



# LESSONS LEARNED

- **Widening net to include 55+ demographic**
- **Simple is better**
- **Lead generation aspect confused some members**
- **IAC Conference is a viable replacement for roadshow (in terms of cost and attendance)**
- **Local networking was missed (morning/afternoon teas)**
- **Create more of a forum/networking opportunities**
- **Bequestor stories were hugely successful and gained a wide reach and provided direct member engagement.**
- **No previous benchmark to measure against - this campaign can set the benchmark**



# NEXT STEPS

- **Diversity in Conference speakers**
- **Marlin/IAC intentions with quiz**
- **Review state representatives**
- **Is there a way to track if someone answered 'yes' to leaving a gift in their Will, whether they actually went and did it through the IAC website? I.e. a way to connect the action and the attitude?**
- **Open for discussion...**



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A CHARITY**  
Make your mark

**Thank You**