

Stewardship!

Building relationships for life!

The Estate Gift Donor Cycle



Fundraising Foundations

A well-run Individual Giving program with many repeat donors

Start a Planned Giving program

Reach out to loyal donors

Cultivation

Foster awareness and interest in estate giving



Acquisition

Invite potential donors to consider a gift in their will



Donors express interest

Donors write a gift in their will



Lifelong Stewardship

Regularly connecting with Planned Giving donors, regardless of annual gifts

Aimée Lindenberg, CFRE: Stewardship Insights

Stewardship insights from Dr. Russell James

- Most often, updates to Wills start fresh – so gifts do not necessarily “carry over” – you need to stay top of mind!
- **31%** of charitable wills were signed within 2 years of death
- **60%** were signed within 5 years of death
- However, it is still valuable to get into Wills earlier – as these gifts often end up larger
- ONE longer-term plan was worth THREE first made in the last two years



Baker, Christopher (October, 2013) *Encouraging Charitable Bequests by Australians* . Asia-Pacific Centre for Social Investment & Philanthropy - Swinburne University

Why does this matter?



- Half of all charitable bequest dollars came from decedents 88+ years old (US data) or 90+ years old (Australian data)
- But, in the years before death, volunteering and giving tends to drop significantly – which many organizations see as a sign of disengagement, and so stop communicating with supporters at the most crucial time!
- The average loss rate was **24%** when the charity had at least one communication with the supporter within two years of death, and **48%** otherwise

So, how do we stay top of mind?

Messages that work in experimental research to maintain a charitable pledge:

1. Expressions of gratitude
2. Increasing public visibility of the pledge
3. Social proof from examples of other pledgers
4. Increasing gift specificity
5. Including loved ones (gifts in honour/memory)
6. Increasing pledge formality



Good stewardship has other benefits too!

Not only are you less likely to lose pledged legacy gifts, you can:

- Increase the size of the gift
- Move from a revocable gift to an irrevocable gift
- Increase lifetime giving – **by an average of 77%!**

And, perhaps most importantly, you demonstrate your gratitude for their incredibly meaningful gift, and provide a sense of wellbeing for the donor.

Find much more at: encouragegenerosity.com – “You’re in the will! Now what? Strategies that lead to larger legacy and lifetime gifts”



Lynne Boardman: Saying it to Seniors

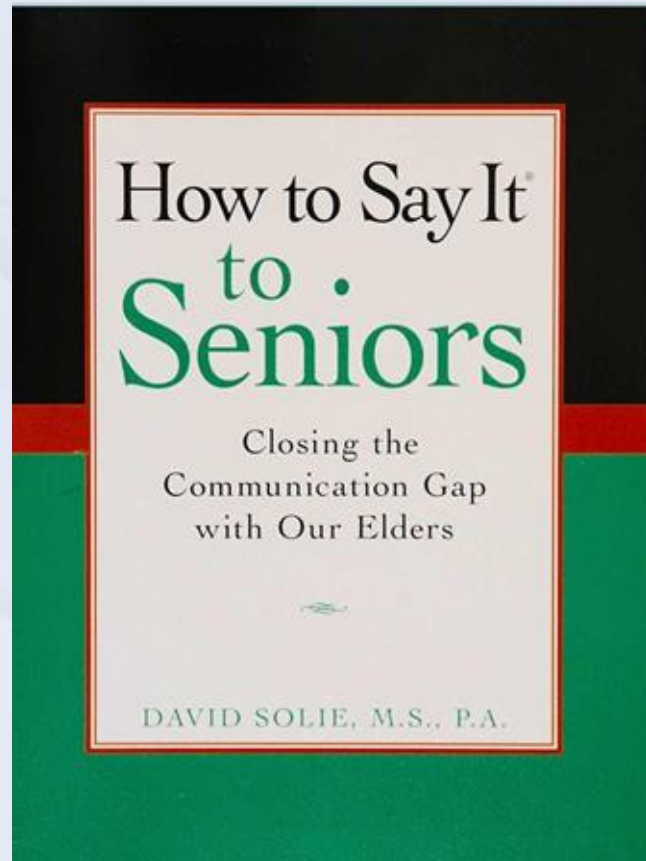
**What legacy gifts
really are ...**

Legacy Giving Is Human

- Not financial
- Deeply emotional
- An expression of meaning
- A continuation of identity

*What does my life stand for? What continues after me?
How is the world different / better because I was in it?*





“Every day, our elders are engaged in an elaborate process of reviewing their lives to find something of meaning that will last long after they depart.

Some get the urge to write their life stories in elaborate detail or make an oral history using a tape recorder.

The need to be remembered, to uncover their lasting legacy, means senior adults focus on reviewing their lives to find what it meant for them to have lived.”

How do we honour this journey our senior donors are making? And support it while legacy fundraising?

- Encouraging donors to share their memories and stories is an easy and delightful way to build relationship through legacy communications.



Encourage the sharing of memories whenever you can, with questions in newsletters, surveys, conversations, like ...

- If you've spent many years in this community, you may remember a time before we had a hospital. What are some of your favourite early memories of growing up here?
- Many of our donors support our work because they've travelled to countries that we have projects in. Is there a country or region you've travelled to that really stands out in your mind?
- Giving back and taking care of others is often taught to us as children. Where did you learn about the joy of helping others?
- I can tell from your support of <name > that live theatre is important to you. Where did you learn your love of the performing arts?

"I love the description of fundraisers as "dream brokers."

Over the years we've become skilled at helping major donors realize their philanthropic dreams.

Let's begin to also think of legacy donors as major donors – and to recognize the beautiful opportunity we have to help them reflect on their past and identify their vision of a better world."

- Me ;-)

Chantelle Ohrling, CFRE:
Community for psychological
well-being as stewardship



**Community with
all living relations**





**Community with
all living relations**





Community with all living relations

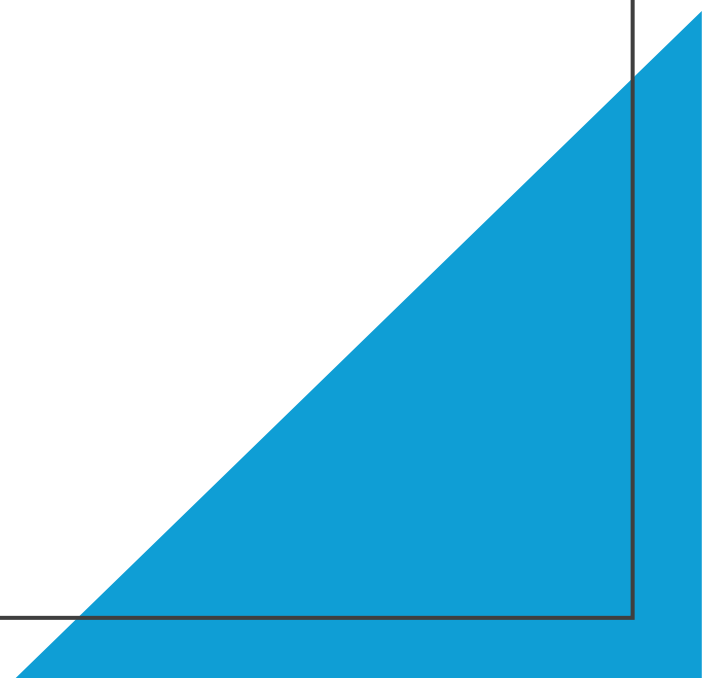


**How can we, as fundraisers,
improve the psychological well
being of supporters through
community?**

**How can we, as fundraisers, use
stewardship to create and
strengthen communities?**

Tess Conrad, CFRE

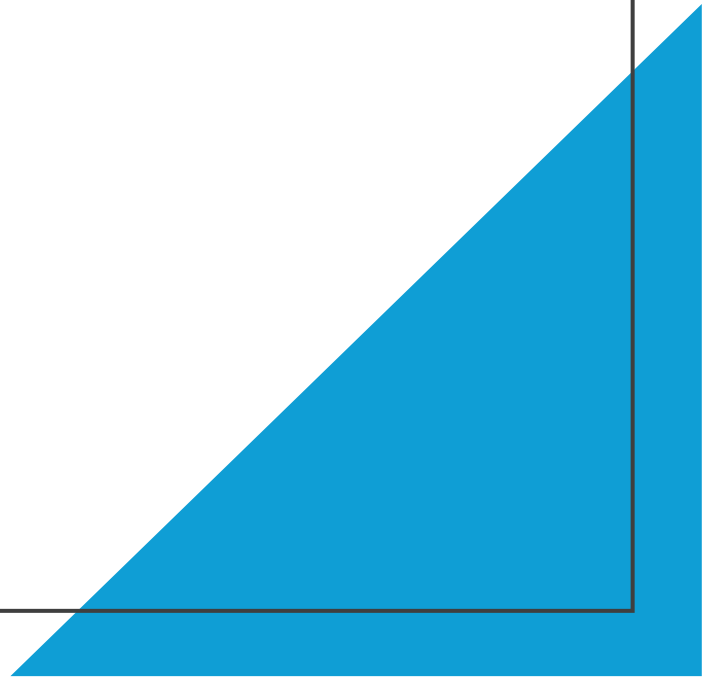
Making it happen in a busy schedule!



Personalized 1:Many

The art of building 1:1 relationships at scale.

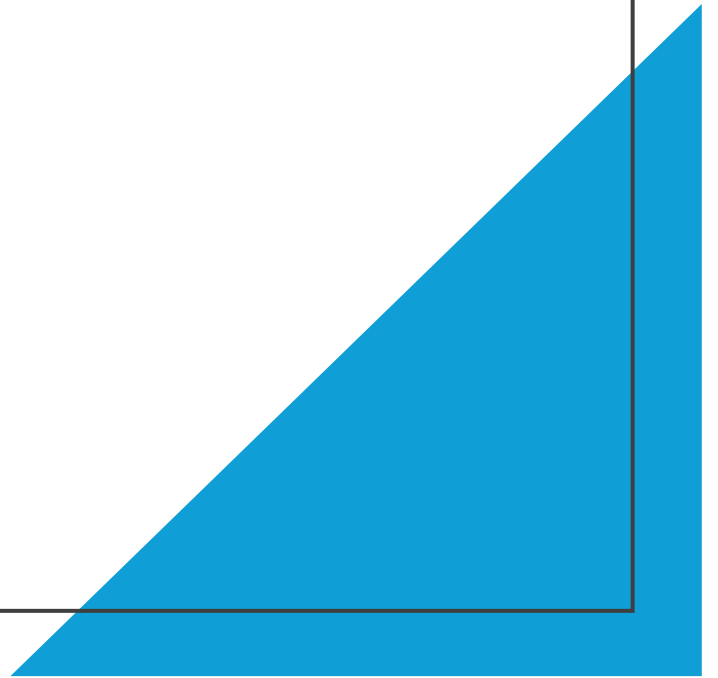
The Planned Giving paradox: More personal than annual giving - but a larger portfolio than major gifts.



Mix your channels

To reach every donor.

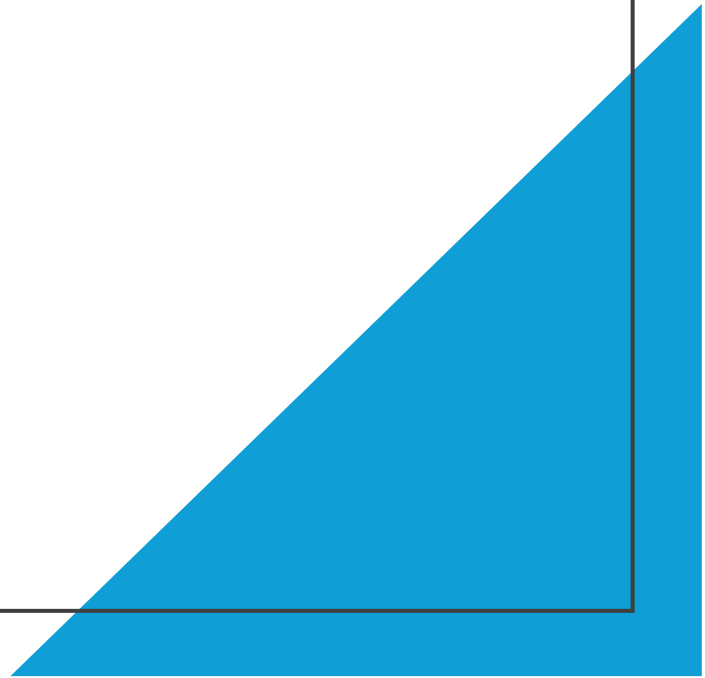
- Phone calls
- Hand written notes
- Informal video messages/ updates
- Invites
- *“I just wanted to let you know”* email merge
- Get creative and have FUN



You need to time block it!

EVERY hand-raiser should get at least 2 touchpoints outside of your regular annual/ marketing communication (regardless of their past year's giving)

So schedule it!



Thank you!

