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**Objectives**

- Scientifically document the world of bequest givers.
- Confirm current strategies that help nonprofits succeed in identifying and cultivating bequest givers.
- Develop data-driven tactics to help make nonprofits even more successful.

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**Inspired by nationwide focus groups**

- Focus groups were held in 2007 in Washington, D.C., and Des Moines, Iowa.
- Participants included consistent donors and bequest donors age 40+.

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**Methodology**

<b>Sample frame:</b>	Adults aged 40 and over throughout the United States.
<b>Sample size:</b>	901 adults, divided into a main sample of 601 and an oversample of 300 current or likely bequest givers. Respondents were contacted using a random sample of listed telephone numbers and screened for age as well as in the oversample, likelihood to include a nonprofit in their will. The data were weighted.
<b>Margin of error:</b>	±3.3 percentage points for the entire sample.
<b>Method/length:</b>	Telephone interviews lasting approximately 15 minutes.
<b>Field dates:</b>	Feb. 27 through March 12, 2008.

**What makes this project significant?**

- The first study to scientifically document the universe of bequest givers and prospects living in America
- Builds upon past research
- Provides a foundation upon which to compare new sources of information

**The first things we learned:**

- We now know how many bequest givers there are in the U.S. among adults aged 40 and over.
- We also know how many prospects are inclined to include charitable bequests in their will.

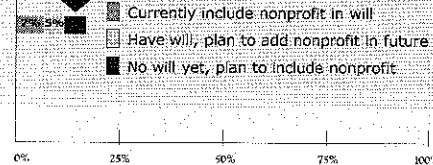
**To what can this be compared?**

- The 8% that is often cited from *Giving USA*:
  - "Bequest giving is 7.6% of total estimated giving for 2008."
  - Which is not the same thing, as it is based on dollars, not people.

**7% name a nonprofit in their current will.**

**Current and prospective bequest givers**

Most of these (73%) intend to create wills within the next five years.



**Who are these current and future bequest givers?**

- The following slides show the demographics for:
  - Current bequest givers
  - Prospects who already have wills
  - Prospects who do not yet have wills
- What is exciting is how one group differs substantially from the other two.
- These are the Secret Givers.
  - Secret, because they are not on anyone's radar screen.

**Profile highlights: Income**

	General Population (%)	Bequest Givers (%)	Prospects with will (%)	Prospects without will (%)
<b>Income</b>				
\$100,000 or more	18	27	21	21
\$50,000-\$99,999	25	22	20	20
Under \$50,000	37	26	19	20
Refused/Not sure	20	23	29	9

**Profile highlights: Education**

	General Population (%)	Bequest Givers (%)	Prospects with will (%)	Prospects without will (%)
<b>Education</b>				
High school grad or less	35	17	22	20
Some college	21	17	15	20
College degree or more	42	27	25	34

**Profile highlights: Age**

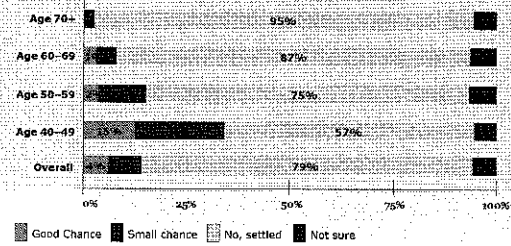
	General Population (%)	Bequest Givers (%)	Prospects with will (%)	Prospects without will (%)
<b>Age</b>				
40 to 54	37	32	39	30
55 to 69	37	39	36	30
70 and over	26	29	25	5

**This makes it clear that solicitations must differentiate by age.**

- The strongest identifying trait among those who are good prospects without wills is **age**.
- Many nonprofits ignore those under age 55 when targeting bequest givers.
- That kind of thinking is outdated.

**The likelihood of changing the minds of unlikely givers decreases as they age.**

Possibility of changing mind in future to include nonprofit in will\*



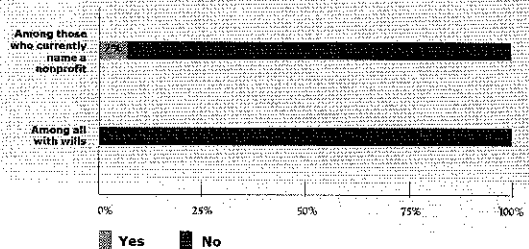
\*Among those who are unlikely to include a bequest, both with and without a will, n=499

**One of the most important things we learned:**

- Once a nonprofit is in a will, it is rarely removed.
- That means there is little risk in cultivating givers at too young an age.
- The greater risk is waiting too long.
  - Will may be "filled up" with worthy nonprofits, \*

**Once a nonprofit is included in a will, there it stays.**

Removed a nonprofit from a will



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**One more finding contributes to the idea of Secret Givers:**

- They do not want to tell nonprofits about their bequests.
- Their plans are secret now and may remain that way forever.

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**A minority of planned givers have alerted the nonprofit of their gift.**

**Notifying nonprofits of decision to include bequest in will**

Response	Percentage
Prefers NP to find out when time comes	53%
NP doesn't know now, but donor plans to notify	35%
NP knows it has been named	12%
Not sure	6%

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**Concerns from bequest givers about notifying a nonprofit.**

One of the main reasons for choosing not to notify nonprofit*	%
Donor's own business—no one else needs to know	80
Donor might change mind so better not to say anything	34
Worried he or she would be pestered with mailings and phone calls if the nonprofit knew donor was planning to make a bequest	26
Don't want organization acting like a vulture waiting for money	25
Might get special treatment/makes donor uncomfortable	24
Fear the organization would sell/give information to other nonprofits who would approach donor to help them as well	19

\*Among those who have named a nonprofit in their will but have chosen not to inform the organization; n=109

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**It does not hurt to assure privacy and reinforce the donors' right to change their minds.**

**Details that may make donor feel more inclined to tell nonprofits that donor has provided for them in will**

Detail	Percentage
Able to change mind at any time	53%
Wouldn't share information without permission	34%
Can arrange if no contact preferred	32%
Would help nonprofit to plan for future if known	21%
Access to insider information	15%
None of these	25%

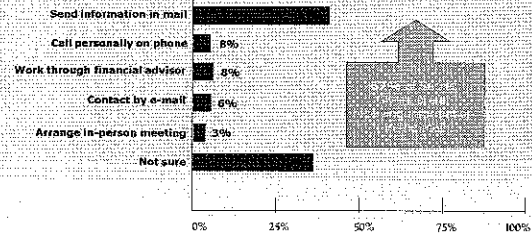
More Inclined

**Change Your Mind At Any Time**

We realize that circumstances change and your gift to us in your will may no longer be possible at some future date. Your family and friends come first, and that's why a bequest in a will works for so many of our donors -- you can change your mind at any time.

**Preferred modes of initial contact**

Preferences for initial contact about including a nonprofit in will



**Stelter Focus Group Observations**

- Donors look at themselves as investors in your mission -- they want to know what is their ROI
- Make it easy for donors to get more information
- Confirm you will keep donor's information confidential.

**Insure Privacy**

*We respect your privacy! Information collected here will be kept strictly confidential. It will not be sold, rented, loaned or otherwise disclosed, and it will not be used in ways to which you have not consented.*

**Stelter Focus Group Observations**

- Percentage spent on fundraising – pie charts
- Offer response options in direct mail besides returning reply cards
- Less technical copy – more donor-focused, age-specific oriented with passion for mission emphasized

**Research driven strategies for success**

- Stelter insight formula for marketing budgets
- Age-Specific Library of content-print, web & eMarketing
- Trackable metrics in print to direct donors to your websites
- Online and offline methods to drive traffic to your websites
- Ongoing market research – “recommendations”
- Avoiding SPRAY AND PRAY marketing

**Rethink your formula for targeting donors.**

**Stelter Insight Formula™**

First, revise how budget is spent to include younger ages.

Spend 15% on *motivating* prospects aged 70+.

Spend 55% on *transitioning* prospects aged 55–69.

Spend 25% on *recruiting* prospects aged 40–54.

Spend 5% *maintaining* current givers.



**Age-Specific Library: messaging for specific age groups.**



recruiting

Create Your Will: The Most Important Document You'll Ever Own

6 Steps to an Effective Estate Plan

Are You Getting the Most From Your Money?



transitioning

Boost Your Retirement Income

Family Comes First: Then Who Benefits From Your Estate?

Life Moves Fast: Keep Your Will Up To Speed

### Prepare messaging for specific age groups.



The Ease of Making a Bequest  
 Discover the Joy of Giving Without Using Cash  
 A Gift That Gives You Security



Where the Money Goes  
 You Can Change Your Mind at Any Time  
 What More You Can Do to Help

### How to measure your Web success

- A **“hit” is not a visitor**, but a request for a file from the Web server to view items on the page, such as graphics. If your home page contains 75 small graphics, a single visitor can register as 76 hits on the server.
- **“Page view” counts can also skew results**. Every time someone views your page, whether it's the first time or the 100<sup>th</sup>, that visitor is counted again. A poorly designed site can drive up page views which has nothing to do with the value of the content.

### Better measurement of success

- **Tracking “unique visitors”** – people who are counted once no matter how many times they visit a site within a fixed time frame, say 30 days.
- **“Engagement” rating** defines the visitor's level of authentic involvement and interest in your Web site. Perhaps it's the number of people who download your “Letter of Intent”, request a calculation, donate online or request an ebrochure.

### Internet Facts

Active users of the internet by age: \*

- 30 to 54 age group – 85% regular users
- 55 to 59 age group – 71% regular users
- 60 to 64 age group – 62% regular users
- 65 to 69 age group – 56% regular users
- 70 to 75 age group – 45% regular users
- Over 75 years old – 27%

\* Source: Pewinternet.org, Feb. 2009

### Internet Facts

Active users who shop online: \*

- 45 to 54 age group – 68% of regular users
- 55 to 63 age group – 72%
- 64 to 72 age group – 56%
- Over 73 age group - 47%

\* Source: Pewinternet.org, Feb. 2009

### 4. Track results; measure your ROI

- Response rates to your offerings
- E-mail opens and click throughs
- “Random” contacts from prospects -telephone calls, personal letters or emailed questions
- Web visitors – not hits

### Avoid Spray and Pray Marketing

One format sent to one generic group featuring one generic message does not work any more!

Questions?