

BRIDGE CONFERENCE REACH FOR THE PEAK

Survey Says!

(Theirs & Yours)

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John Kendrick & Mari Chin,
The George Washington University

#Bridge15

The slide features a blue sky background with a silhouette of a mountain peak and a person climbing it. Logos for 'BRIDGE CONFERENCE' and 'REACH FOR THE PEAK' are in the top left.




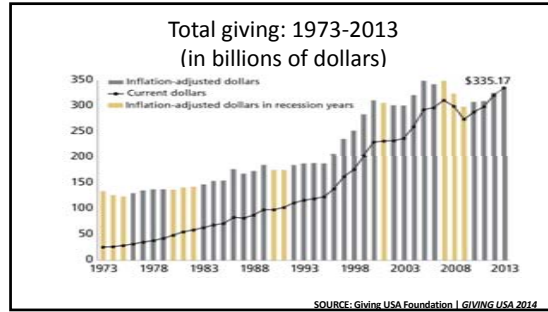
Overview of Session

- Key findings relevant to Planned Giving
 - Review "Their" National Surveys & Studies ("BIG DATA")
 - GIVING USA Foundation
 - Russell James, J.D., Ph.D.
 - Cygnus Applied Research
 - Review "Your" Customized Survey
 - Examples from 9 years of development
 - How to use the data

The slide has a light blue and yellow background with a stylized car and road graphic. The Gabriel Group logo is in the bottom right corner.


Perspective...

- I'm a data junkie!
 - Because 40-50% of the success of any effort is targeting the RIGHT people.
 - BUT data is worthless without following it up with action!


Survey Says!

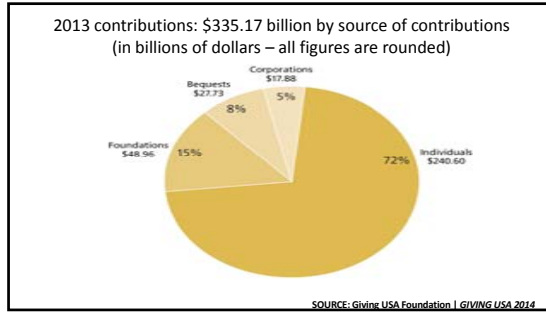
- According to Una Osili, Director of Research at the Indiana University Lilly Family School of Philanthropy, how long did GIVING USA project it will take for overall philanthropic giving to be back up to pre-recession giving levels?



#1 Answer 1

- Within 1 to 2 years....giving has risen the last 4 years in a row—particularly in major giving.






Survey Says!

- According to *GIVING USA 2014* report, what giving source experienced the largest increase in \$s given last year?



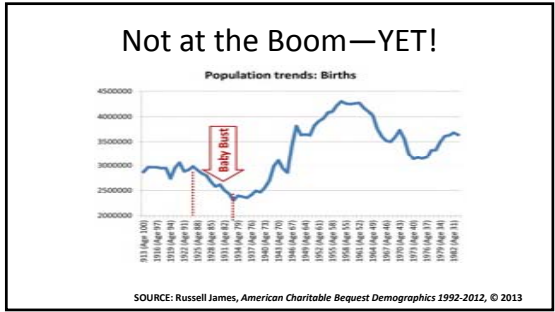
#1 Answer 1

- Giving by BEQUEST increased by 7.2% in inflation adjusted \$. Since 2009 giving by bequest has increased more than 28%!




**2013 Charitable
Bequests =
\$27,730,000,000**

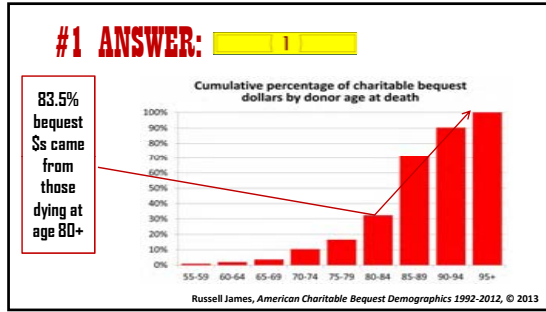
SOURCE: Giving USA Foundation | GIVING USA 2014

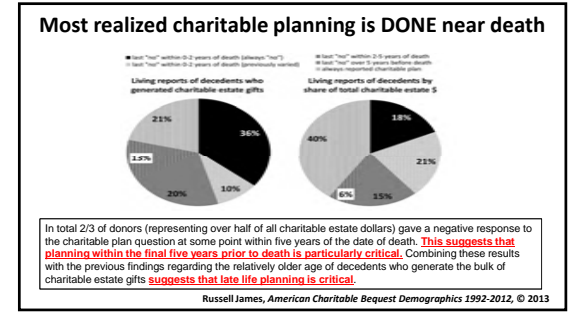


Survey Says!

- According to Russell James' 20-Year *Charitable Bequest Demographic study* (surveying more than 20,000 people in which more than 10,000 of them passed away), above what age did 83.5% of the realized bequest \$s come from?








Identifying YOUR Planned Giving Prospects

WHERE do we find them?	WHO are we looking for? (Identifiable indicators)
- Annual Fund Donors	No heirs
- Sustaining Donors	Loyalty/Affinity
- Volunteers	Age
- Mid-point Donors	Motivation
- Major Donors	Capability/Capacity
- Lapsed Donors	



Survey Says!

- According to Russell James' 20-Year *Charitable Bequest Demographic study*, what ONE indicator outweighs all others in the likelihood of charitable plans in bequests?



Likelihood of having a charitable plan

(comparing otherwise identical individuals)

• Graduate degree (v. high school)	+4.2 % points
• Gives \$500+ per year to charity	+3.1 % points
• Volunteers regularly	+2.0 % points
• College degree (v. high school)	+1.7 % points
• Has been diagnosed with a stroke	+1.7 % points
• Is ten years older	+1.2 % points
• Has been diagnosed with cancer	+0.8 % points
• Is married (v. unmarried)	+0.7 % points
• Diagnosed with a heart condition	+0.4 % points
• Attends church 1+ times per month	+0.2 % points
• Has \$1,000,000 more in assets	+0.1 % points
• Has \$100,000 per year more income	not significant
• Is male (v. female)	not significant
• Has only children (v. no offspring)	-2.8 % points
• Has grandchildren (v. no offspring)	-10.5 % points

#1 ANSWER: Having heirs offsets ALL other positive indicators. NO HEIRS = 10-12X more likely

NOTE: Capacity is not significant.

Russell James, *American Charitable Bequest Demographics 1992-2012*, © 2013

Survey Says!

- According to a survey conducted by Lawyers.com and Council for Aid to Education (CAE) Voluntary Support of Education (VSE), in 78% of cases when a nonprofit was named in a will, how many gifts had been given to that nonprofit during the donor's lifetime?



#1 Answer

1

- 15 or more gifts



Example - Translate subjective into objective

Loyalty (# of gifts on file)	Value
15+ gifts	10
10 - 14 gifts	8
4 - 9 gifts	6
1 - 3 gifts	3
0 gifts	0



Analytics

Subjective Data:

- What are their motivations?
- Why do they love your Mission?
- What is important to them?

How do we capture this?

ASK THEM THRU YOUR SURVEY!





Research Identified 5 Behaviors & 5 Suggested Applications

Research Applications



SOURCE: Russell James, Inside the Mind of the Bequest Donor, © 2013

Research Identified Behavior – Avoidance!

<p>What you see</p>  <p>Seminar Tonight: Estate Planning</p>	<p>What the subconscious sees</p>  <p>Seminar Tonight: Your Upcoming Death</p>
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SOURCE: Russell James, Inside the Mind of the Bequest Donor, © 2013

Most Proven Strategic Method

Research <i>Avoidance</i> 	Application Mixed Packaging 
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Communicate bequest information through **mixed** packaging

SOURCE: Russell James, Inside the Mind of the Bequest Donor, © 2013

YOUR Donor Insight Survey

Purpose #1
Uncover subjective data:


- Why they love your organization
- What impacts their giving decisions
- Who else they support
- Awareness of PG options
- Consideration of estate planning vehicles



YOUR Donor Insight Survey

Purpose #2
Uncover elusive objective data:


- Presence of Heirs
- Unknown existing estate gifts



YOUR Donor Insight Survey


Purpose #3
 Provide highly-qualified self-identified PG leads

- Assess immediacy of interest
- Focus gift planner w/**actionable** data

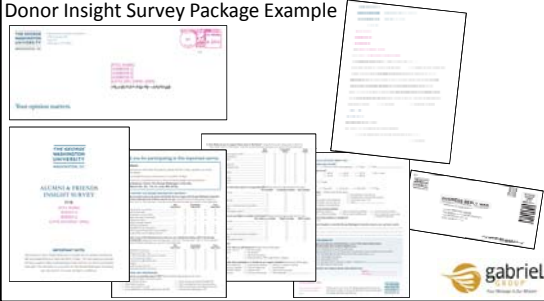



YOUR Donor Insight Survey

Where to start? AUDIENCE SELECTION
 Use the big data from the National surveys and studies
 AND blend with metrics you have to identify the best planned giving prospect audience to receive the survey!



Donor Insight Survey Package Example

Survey Listing - Multibits

Table with columns: ID, Name, Address, City, State, Zip, Date, Value, etc.

Table with columns: # of Gifts, Value, etc.

gabriel

Survey Listing - Multibits

MAECENAS FOUNDATION

Table with columns: ID, Name, Address, City, State, Zip, Date, Value, etc.

Results

THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC

Table with columns: # OF GIFTS, Value, etc.

Table with columns: INDICATORS, etc.

George Washington University Results

- Highly Qualified Planned Giving Leads Identified: 775 (5.41%)
- *EXISTING PG Gifts w/ the organization uncovered: 136 (0.95%)*
 - PG Gifts Confirmed Expectancies Rcvd w/\$ Amt: **\$1,466,666.66**
 - PG Gifts Confirmed Expectancies Received (Booked @ \$1): **2**
 - PG Gifts Confirmed Expectancies Rcvd: **1, for 10% of their estate**




Why did GW field this survey?

- Quick-hit gifts & valuable demographics ("Low hanging fruit")
 - Alumni/friends were going to tell us if they would consider various planned gifts!
 - They would tell us if GW was already in their estate plans!
 - They would tell us if they did not have children - data we typically do not have



Why did GW field this survey?

- Credibility of survey and cover letter format (vs. response cards in existing marketing vehicles):
 - Participants received highly personalized letter - "select group of alumni and friends"
 - Participants would want to help GW succeed
 - Participants would likely be willing to share personal information related to philanthropy



What Were Our Risk Factors?

- Had to be sensitive to ambiguity regarding confidentiality of survey
- Needed permission from GW's gift officers who managed survey recipients (allowed them to remove prospects beforehand)
- Needed high-level GW permission and participation
- Needed follow-up to be professional and respect confidentiality, while responding to requests for information



How Do We Know It Worked?

- Responses from alumni/donors we know & work with
- Helpfulness in advancing current gift discussions
- Richness of the response and quantity of leads



How Did We Share Results?

- Small meetings with each of our schools
 - Describe criteria
 - Describe breakdown of people in specific school and what they requested




How Did We Share Results?

- Divided follow-up into 5 categories
 - **Donors** requesting follow-up information
 - **Assigned** and **Unassigned** donors indicating new planned gifts
 - Assigned donors **without** new planned gifts or need for follow up information
 - Unassigned donors **interested** in planned giving



How Did We Share Results?

- Provided a pipeline
 - Customize for each school and sort by gift officer
 - Include PG survey answers as well as 'Children' and 'Partnered' answers
 - Post full, searchable PDF pipeline on intranet for schools to use when prospecting



Where Are We Now?

- Respondents who indicated interest in making planned gifts
 - Lowest hanging fruit was generally harvested (\$1.5+ million in new gifts)
 - Some identified prospects still need follow up



Where Are We Now?

- Respondents who provided valuable demographic data
 - Lost in the shuffle? Time to refocus on them.
 - In person outreach
 - Create mailings tailored to prospects who self-identified as Childless, Partnered, owning a Second Residence, etc.




Survey Client Sampling




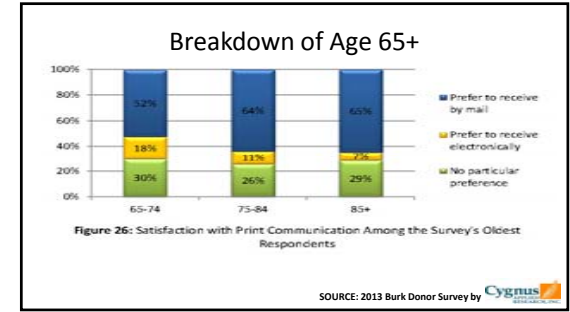
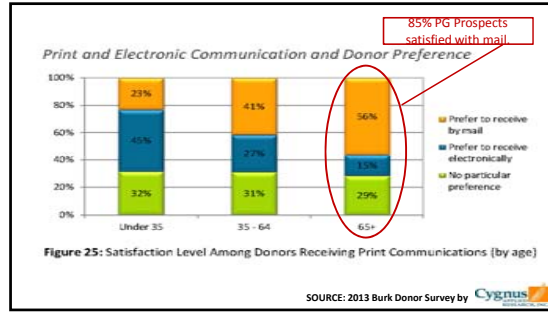
Survey Says!

- According to the 2013 Burk Donor Survey, what percentage of donors age 65+ said they preferred electronic communications?




#1 Answer 1

- Only 15% prefer electronic...the majority—56% prefer mail while 29% have no preference

Closing Thoughts

Remember that survey responses are people answering how they SAY they will behave. Sometimes their REAL behavior may be different. The best approach to find out what works for YOUR organization and YOUR donors is to test and analyze the results!




Thank you!
 Renee Durnin, Gabriel Group
 John Kendrick & Mari Chin, George Washington University

Don't forget to visit the **Solutions Showcase!**
Many of the ideas discussed today are on display at the Solutions Showcase!



#Bridge15
