

You're Sitting on a **Gold mine**: Marketing Planned Gifts

Renee Alanko, MBA

Associate Director, Marketing & Communications

Office of Gift Planning, UC Berkeley



Why should we care about marketing planned gifts?

- The average estate gift to Berkeley is \$ 500K.
- Estate gifts greater than \$500K in the *Campaign for Berkeley* totaled \$ 180M.
- The average estate gift is 2,500 times larger than the average annual gift of \$200.
- 95% of Americans have not included a bequest in their will (KIM - only half of Americans actually have a will. Free will guide download, anyone?)

Why should we treat planned gifts differently from annual gifts?

The donor:

- needs more time -- the gift often involves valuable and long-held assets vs. writing a check or donating a sum online
- will need to explore the many creative ways they could make their planned gift including time to consider all of the various tax and other benefits they could receive
- likely considers your org a “family member” if leaving a gift in the will or living trust
- needs time to assess his or her true values and where/what the gift should benefit

The fundraiser:

- can feel awkward talking about planned giving for fear of making the donor uncomfortable; can feel like it’s always too soon to ask for such a personal gift
- doesn’t know the complexities of how planned gifts work; afraid they will be asked questions they don’t know how to answer

Objective: Lay the groundwork

Let's cut to the chase ...

Question: How do you get more planned gifts? Anyone know?

Answer: You must **ASK** for the planned gift.

But I do marketing, the fundraiser is supposed to do the asking?!

** Our learning objective today: How to **use your existing communications to, over time, REPEATEDLY ASK for the planned gift** so the donor is prepped, educated, and prepared for the actual in-person ask made by the fundraiser.

Add on: **Boomers** now make up more than half of the donor-age population in the US – **insights and actions** for marketers to consider

The good ol' funnel

Increase Impressions using the web

Cost & manpower: \$

Targeted mktg: ads, direct mail

Cost & manpower: \$\$

The Ask: visits

Cost & manpower: \$\$\$

What you can do today: increase **impressions** via web

Impressions*/The Rule of 7: the more times a prospect is exposed to gift planning concepts, the more comfortable and interested they may become.

*Remember: **Impressions = subtle ASKS!**

- Why this matters: planned gifts are thoughtfully considered over extended periods of time; the more prospects already know, and the more time they're given to consider the gift, the more receptive they may be to a fundraiser making the live ask.

What you can do today: increase **impressions** via web

Your webpage: make it easy to find giving info with a **dedicated planned giving webpage** separate from other giving options. This is a great place to educate and make an ask.

TOOLKIT

[Sample
planned giving
webpage](#)

Making a planned gift

Planned gifts offer creative and flexible strategies for you to pursue your financial and charitable estate planning goals while supporting **[your college or program]**. Among the financial benefits you may receive is lifetime income for yourself or your family, and substantial tax savings. However, the greatest benefit lies in knowing you are supporting work that is important to you!

Some giving options include:

Bequest: Give to Berkeley without reducing your assets or affecting your cash flow during your lifetime.

Business Interest: Gifts of partnership interests or interests in limited liability companies can provide considerable benefit to Berkeley.

Charitable Gift Annuity: Receive fixed lifetime payments and significant tax benefits.

Charitable Remainder Trust: Make a substantial gift and create a flexible source of income for you or a loved one.

Publicly Traded Securities: A gift of publicly traded securities can provide substantial tax savings.

Real Estate: Make a significant contribution to Berkeley with a gift of residential, commercial, or undeveloped real estate.

Retirement Plans: Designate Berkeley as a beneficiary of a retirement plan and avoid income tax your beneficiaries would otherwise have to pay.

[See more giving options ...](#)

Contact **[Jane Doe]** at **[510.643.1212]** who will introduce you to the Office of Gift Planning where you will be assisted in planning a gift that best achieves your giving goals.

Download Gift Planning Brochures



3 Quick Questions Quiz

What type of gift
may be right for you?

Answer these
three quick questions.

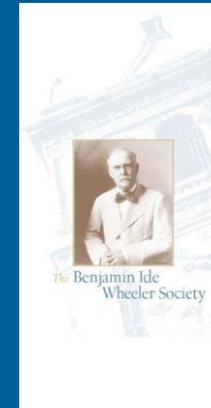
[Start Now](#)

Your legacy gift makes
the Berkeley dream possible.
Berkeley Office of Gift Planning

What you can do today: increase **impressions** via web

TOOLKIT

Gift Planning
Brochure thumbs
and pdf
downloads



TOOLKIT

3 Quick Questions
quiz

What type of gift
may be right for you?

Answer these
three quick questions.

Start Now

What you can do today: increase **impressions** via web

Email signature testing:

Try out the phrases below, see which people respond to, link to OGP's gift description page

- Have you considered making a gift to XYZ in your will or trust?
- Make a gift to XYZ that will pay you income for life.
- Support XYZ with a gift and avoid capital gains tax.

What you can do today: increase **impressions** via web

Email signature graphic: create a graphic that can be added to your email signature that links to your planned giving page.

TOOLKIT

Graphics link to planyourlegacy.berkeley.edu

Kind regards,

Renee Alanko | Associate Director, Marketing & Communications
Office of Gift Planning | University Development and Alumni Relations

University of California, Berkeley
2080 Addison Street, MC 4200 | Berkeley, CA 94720-4200
510.643.1181 | toll-free 800.200.0575 | fax 510.643.8066



*Your legacy gift makes
the Berkeley dream possible.*

Berkeley Office of Gift Planning



The good ol' funnel

Increase Impressions using the web

Cost & manpower: \$

Targeted mktg: ads, direct mail

Cost & manpower: \$\$

The Ask: visits

Cost & manpower: \$\$\$

Activity: 3 questions to **focus your marketing** messages (5 min)

1. Which of your funds or programs could benefit from planned gifts? (don't forget unrestricted gifts!)
2. How would a prospect benefit from donating to your college/program? What's in it for them?
3. List any donors that have already made planned gifts to possibly spotlight in marketing materials. How passionate are they, would they be willing to be featured?

What you can do tomorrow: **targeted** marketing

Segmenting your mailing lists/predictive modeling –
Top 5 indicators (of many)

1. Age (65+ increases score)
2. Giving consistency (# of years donor gave in past 10 years)
3. Home address w/ particular data points:
 - % of neighborhood who receive income from investment sources
 - % of neighborhood over age 65
 - % of neighborhood with college education
 - Median income of neighborhood
 - % of neighborhood who own their own home
4. Whether they've given to the library, UCBF, or CAA (broad giving)
5. # of events attended in the past 5 years

What you can do tomorrow: **targeted** marketing

TOOLKIT

Appeal letters: Make use of the P.S.

- P.S. Many of _____'s supporters leave a gift in their wills or trusts. To find out why this is a popular option, call us at ...
- P.S. Many supporters like the idea of making a gift that pays them income for life. To learn more about receiving quarterly income from your gift, call us at ...
- P.S. Many supporters want to make a gift to _____ but are worried about maintaining assets during their lifetimes. To learn more about making a gift in your will or trust, call us at ...

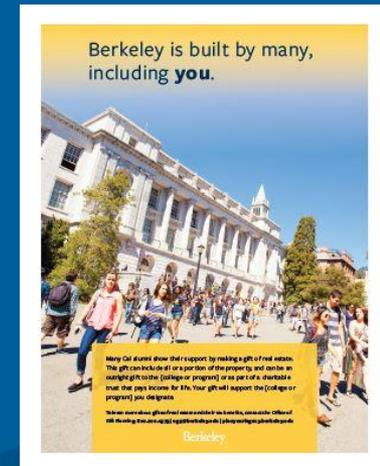
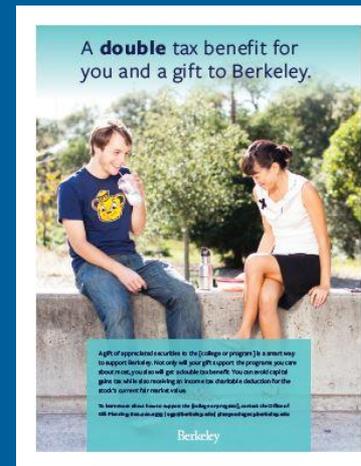
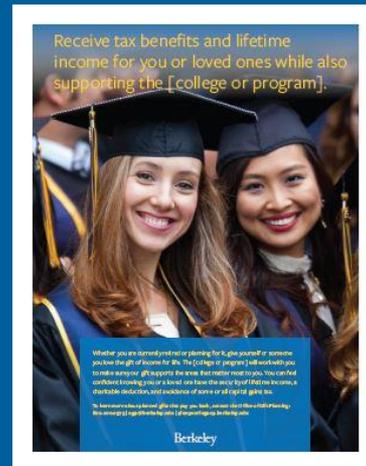
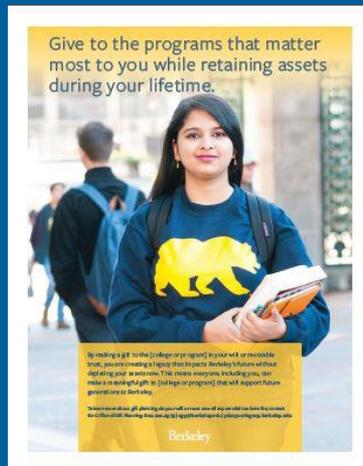
P.S. Consult with annual program to find out which letters would best benefit!

What you can do tomorrow: **targeted** marketing

Planned Giving Ads: Reserve a standing quarter, half, or full-page ad space in your newsletter and publication **for all time.**

TOOLKIT

Ready to insert **planned giving ads** for existing marketing pieces

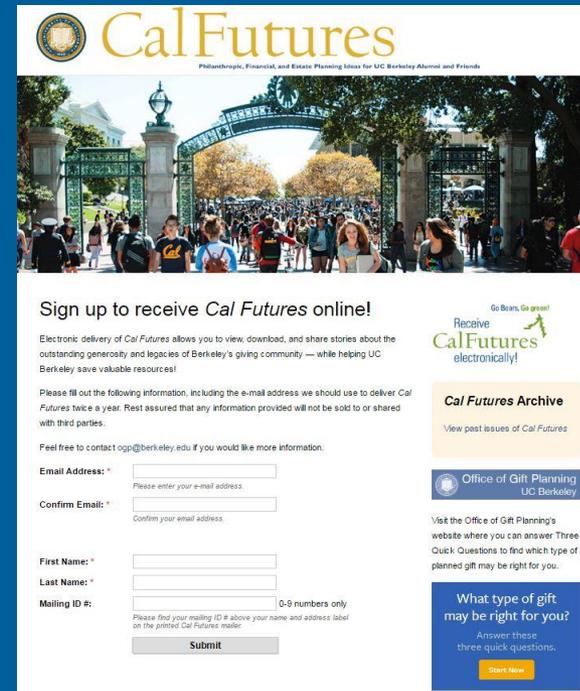
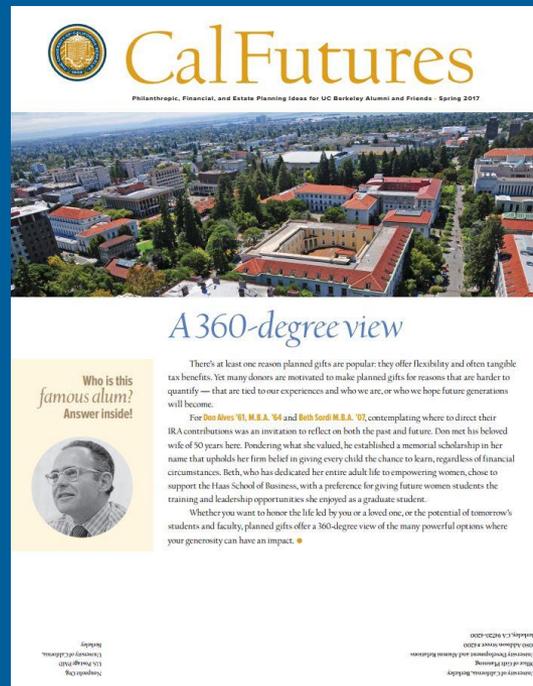


What you can do tomorrow: targeted marketing

Planned Giving Newsletters: in-house or using a vendor

TOOLKIT

Have both a hardcopy and an [html version](#) of the newsletter available



What you can do tomorrow: **targeted** marketing

In your next legacy society communication, include an option to discuss gift planning topics further – then FOLLOW UP (treasure awaits...)!

- 8 question survey sent to The Benjamin Ide Wheeler Society members
- *If you would like to discuss any gift planning topics further, please provide the following: Your full name, Telephone, Email*
- 1,934 Wheeler households mailed to/293 responses = ~15% reply
- Initiated contact with all of those that left contact information

RESULT: 8 gifts totaling \$8,265,000!!

The good ol' funnel

Increase Impressions using the web

Cost & manpower: \$

Targeted mktg: ads, direct mail

Cost & manpower: \$\$

The Ask: visits

Cost & manpower: \$\$\$

3 strategic actions to move your planned giving prospect towards The Ask

Action 1: Identify prospects with good gift planning ratings (refer back to section on segmenting your lists and top indicators.) Keep this # manageable until you move them further through the pipeline.

Action 2: Send an introductory letter to your prospect.

TOOLKIT

[Sample Introduction Letter](#)

Then, follow up with a phone call, either the fundraiser or dean/president. Ask opinions about current happenings, would they be interested in becoming more involved, thank them for their continued support.

Action 3: Schedule the visit and Make The Ask. Remember, your prospects are prepped for this: **Have you ever considered leaving XYZ in your will or living trust?** That's it!

What you can do before the meeting: preparing **The Ask**

It's all about building up your confidence to make the ask!

TOOLKIT

[Bequest Ask Pocket Guide](#): read right before your meeting!

Berkeley Office of Gift Planning

POCKET GUIDE TO
Bequest Gifts
and how to make the ask

planyourlegacy.berkeley.edu
ogp@berkeley.edu

How a Donor Benefits

- 1 Assets remain in control during their lifetime
- 2 Bequest can be directed to provide unrestricted support for the campus or specific colleges/programs that are most important to them, or restricted to such purposes as scholarships, fellowships, etc.
- 3 Bequests can be modified if necessary
- 4 Gift is completely revocable

Include Berkeley in your will or trust.

Berkeley receives gift at end of life.

Your legacy lives on at Berkeley.

MAKE THE ASK!

You've been a loyal supporter of Berkeley throughout the years...

WOULD YOU CONSIDER LEAVING A GIFT TO CAL IN YOUR WILL OR LIVING TRUST?

If they say YES

ALREADY DONE!

- ↳ Great, I'll work with the Office of Gift Planning to follow up with you.

YES, I'LL CONSIDER

- ↳ Would you prefer that I work with a gift planning officer to get you appropriate information? **OK**
- ↳ Can I have a gift planning officer contact you directly?

If they say **MAYBE** or **NO**

MAYBE, but not now:

- ↳ Here is a gift planning brochure. Shall I follow up in six months? **OK**
- ↳ Would you prefer I have a gift planning officer contact you directly?

NO:

- ↳ Adopt responses from Major Gifts 2.0, engage dialogue to probe what no means into a maybe or not now
- ↳ Offer a gift planning brochure if their no turns into a maybe or not now
- ↳ Offer to follow up in six months

REMEMBER: No may simply mean "not right now!"

Remember, it is not necessary that you be the planned giving expert. You are there to make the ask and provide some general information. It is the job of the prospect's advisors to work with the prospect to plan and administer the gift.

What you can do before the meeting: preparing **The Ask**

TOOLKIT

Bequest Ask
Video: [watch right before your meeting!](#)



TOOLKIT

[Dealing with donor objections](#) : read right before your meeting!

Stewarding planned gifts

Count it and forget it, not a best practice. – Scott R. Lumpkin

- We tend to focus on gift transactions; once we close, our attention moves on
- Bequest commitments are revocable; counting and not stewarding commitments is a dangerous game
- Additional planned gift potential eg, CGAs, IRA rollovers, bequests
- Referrals/ambassadors

If we forget about the donor, the donor often forgets about us!

Baby boomers – insights and actions

Born 1946 – 64 | 51M donors in US | Avg annual gift is \$1,212 | Make up 43% total US giving | Hold 70% of all disposable \$\$ | Spend \$2.9 T a year | nearly 100% online

Insight: increase in right brain mental functions (holistic picture/ relationships)

Action: focus on total value of giving through overlapping lenses of spiritual, intellectual, and tangible values

Insight: first generation to feel comfortable doing almost anything online

Action: repurpose hardcopy material into e-versions for website/social media/htmls

Insight: pride themselves on increased individualism/worry less of what others think

Action: use copy that tells how THEY can change the world (not your institution); avoid marketing “tactics” or “gimmicks”; avoid hyperbole; avoid rushing or hurrying the donor; avoid fads/ what’s trending/ what others are doing

Baby boomers – insights and actions

Insight: 49% more likely than parents' gen to desire control of how gift is used

Action: marketing must show tangible impact that planned gifts are creating; prioritize excellent reporting that shows gift accomplishing intended mission

Insight: less likely to spread their giving around (they are a more faithful donor)

Action: relationship building is critical (talk to them first as interesting and complex people), both during cultivation and stewardship; first impressions will greatly matter as boomers are less forgiving

Insight: higher economic literacy which they skillfully apply; needed items = bargain mind; discretionary items = value-driven mind (clip coupons for groceries but buy a luxury automobile)

Action: marketing should reflect whole value of making the gift; prepare stories upon stories that illustrate how lives are enhanced by giving; emotional stimuli should be used as often as possible

**Remember: if you aren't asking
your prospects for planned gifts,
some other organization is!**





I need to make out a will. I want to leave my money to Berkeley, my organs to science, and my cellulite to the donut shop.