

american council on gift annuities



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Giddy-Up Your Marketing

ACGA Conference- April 30, 2024




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Agenda

- Introductions
- Session Goals
- Changes & Challenges
- CGA Programs, Behaviors and Trends
- Successful Marketing Strategies
- Best Practices & Different Approaches
- Legacy Donor Journey
- Measuring Success
- Show & Tell
- Break
- Interactive Workshop



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Introductions

Moderated by: Jeremy Stelter, ACGA Director and Executive Vice President, The Stelter Company

Alexandra P. Brovey, JD, LLM, Senior Director Gift Planning, Northwell Health Foundation (New York)

Amanda B. Irving, Assistant Vice President of Philanthropic Planning, University of Texas Austin

Tom Horton, International Director of Planned Giving, Guide Dogs for the Blind



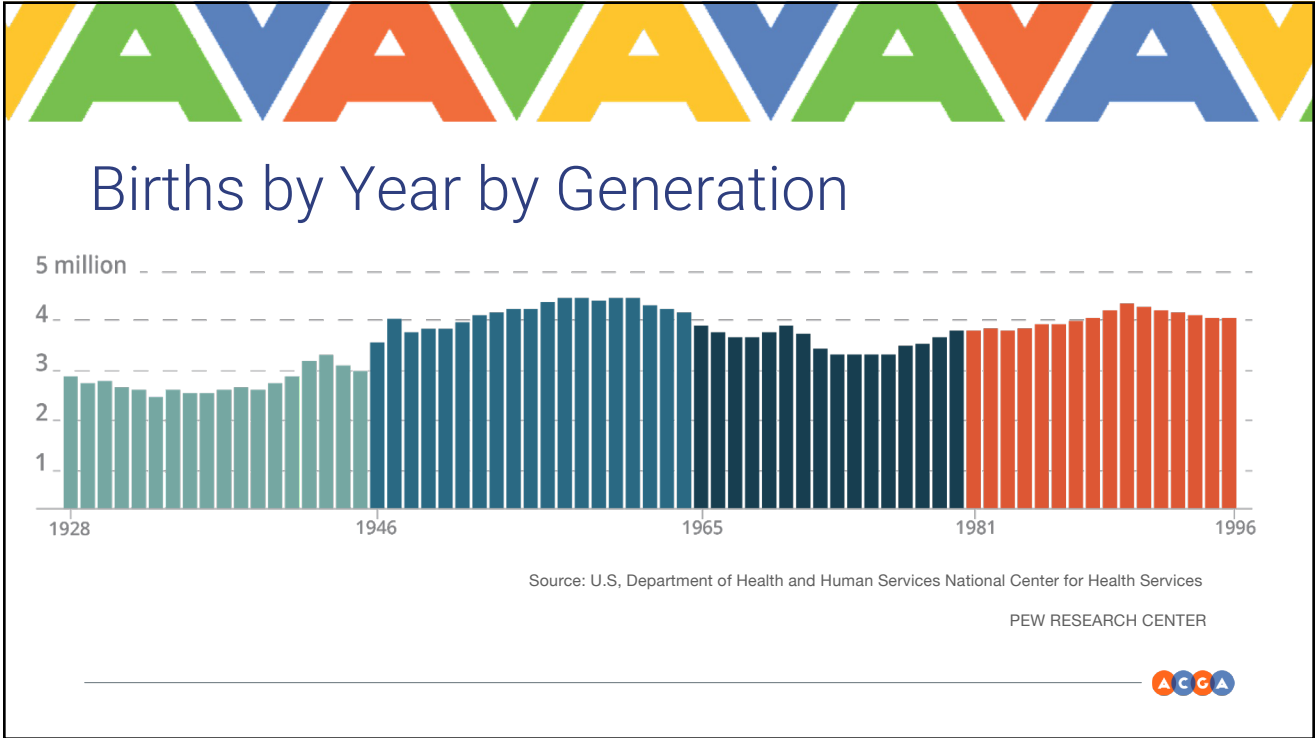
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The Silver Tsunami

10,000 Boomers
turn age 65
EVERY DAY
until 2030!

ACCA

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Boomers


- Increased life expectancy
- High levels of education
- Favorable real estate conditions
- Lower child birth rates
- Expansive work experience
- Dual incomes

Greater economic security
than past generations!



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The Great Wealth Transfer

The Baby Boomer generation is
expected to leave
\$68 Trillion
to their Gen-X & Millennial children.

The Center on Wealth and
Philanthropy estimates that
\$6.3 Trillion
will be transferred to nonprofits
Through charitable bequests
between 2007 and 2061.



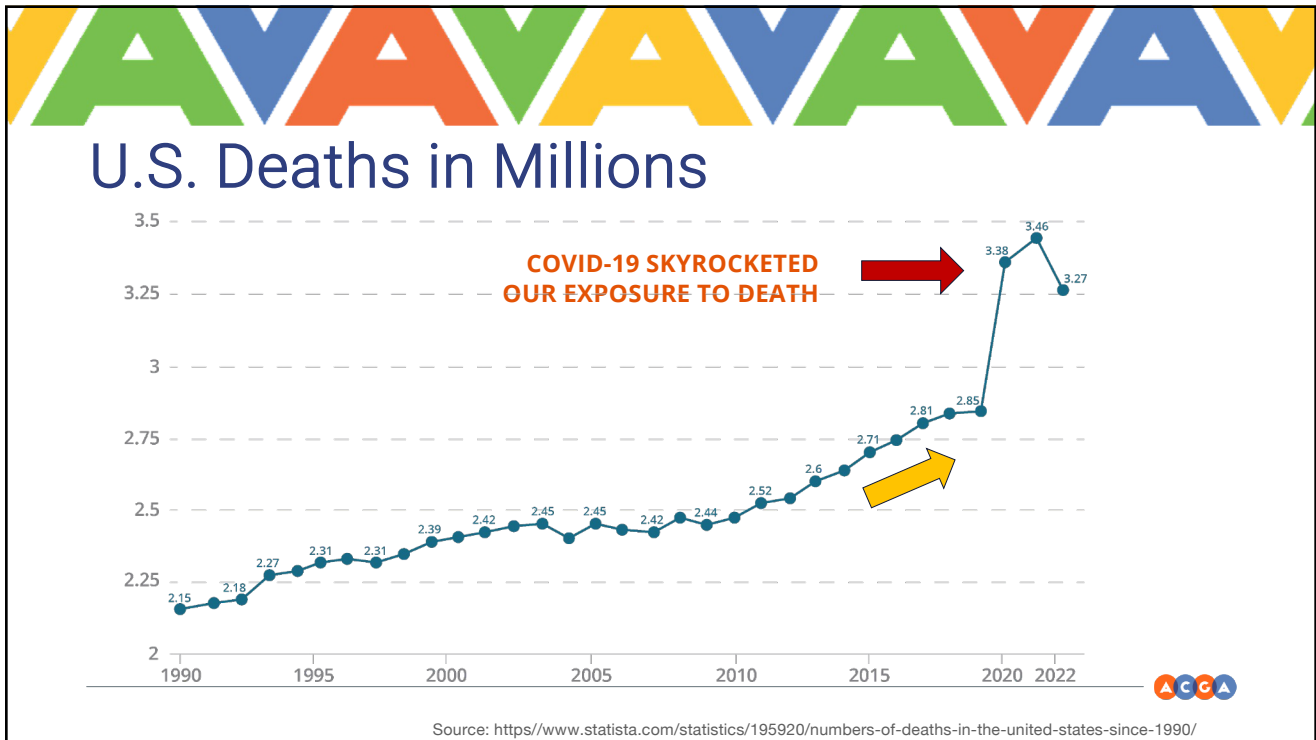
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Legacy Giving on the Rise

According to an early-pandemic study by Marts and Lundy:


- More than half of the 328 organizations surveyed saw legacy donors increase their giving during the pandemic.
- Gift planning revenues and closure rates also increased or remained stable

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2/3 people revised
Charitable intent
Within 5 years of passing

Russell James, J.D., Ph.D., CFP
American Charitable Bequest Demographics 1992-2012



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What Challenges are the Panelists facing?



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Crowded Marketing Calendar

Target Date	Project	Audience	Quantity	Channel	Theme/Offer
October	PG Survey Promo	- Recently Legated Spouses (Age 50+ AND given 70 years)	7,800 5,800	Print Email	Theme: You're valued, survey Offer: Self-identify new existing PGs or leads for future PGs
November	IRA/QCD Promo	- Recently Created Spouses (Age 50+) - Single and Age 50+ (IRA users in the audience from PGs)	180,000	Direct Mail Email	Theme: Make QCD/IRA gift Offer: Contact W & T - Smart Way to Give Through Your IRA
January	Targeted Will Promo	- PG Prospects (Spouses, NOW, Legated PGs) - Wealthful audience	280,000 in est. 375,000 + St. Wealthful	Direct Mail Email	Theme: New Year resolutions, add Special 1st W Wealthful audience Offer: Your Family's Guide to Your Estate & What To Do in First 60 Hours
February	PG Survey Promo	- Active spouses Age 70-80 (in an act) - NOTE: Suppress 2023 respondents	12,000 8,000	Direct Mail Email	Theme & Offer: Use control
March	Easter Card (Easter is March 31)	Wealthful Audience - Legacy Survey NEW AUDIENCE FOR 2024 - Survey responses from 2023 - 2023 PG prospees requires that same's consented - Age 50+ Active Spouses (singlest respondents)	5,000+3,500	Direct Mail	Stewardship only Theme: Blessings this Easter
April	Devotional Package	Wealthful Audience NEW AUDIENCE FOR 2024 - Survey responses from 2023 - 2023 PG prospees requires that same's consented - Age 50+ Active Spouses (singlest respondents)	5,000	Direct Mail Email	Stewardship and conversion. Theme: Spring is the arrival of new life. Enjoy 5-day devotion. Offer: Estate Planning Starter Kit/letter.
April	PG Educational Pkg	- PG Prospects (Spouses, Age 50+ 100%+ NOTE: Suppress CGA audience + St. Wealthful)	285,000	Direct Mail Email	Theme: Newsletter 4 Pages/Wills (include stewardship minutes content) - 1st special Wealthful Audience Offer: Personal Estate Planning Kit
May	Key Findings Report (Act: Survey (changed Name)	Wealthful Audience NEW AUDIENCE FOR 2024 - Survey responses from 2023 - 2023 PG prospees requires that same's consented - Age 50+ Active Spouses (singlest respondents)	5,000	Direct Mail Email	Stewardship only Theme: See your lives in action. Enjoy our Estate Planning at Home planner enclosed. Offer: N/A
May	Targeted CGA Promo	- PG Prospects Age 70+ AND Single Legated gift 800+ - NOTE: Suppress Spring PG Educational audience and Wealthful audience	25,000	Direct Mail Email Social Post	Theme: IMPROVED RATES Annualized Donor Testimonial Offer: Make a Gift and Receive Income for Life - per example
June	Appointment Request (changed Name)	Wealthful Audience NEW AUDIENCE FOR 2024 - Survey responses from 2023 - 2023 PG prospees requires that same's consented - Age 50+ Active Spouses (singlest respondents)	5,000	Direct Mail Email	Conversion only Theme: You are important - can we assist? Offer: App request variable by via different gift offers.
June	Stewardship Campaign	- Legacy survey 80+ Spouses In mail	3,500	Direct Mail Appointment Email	Theme: See your lives in action. Offer: Complete our Member Preference Form.
June	PG Survey Promo	- Active Spouses Top PG Prospects Age 60-74 (rich) - Use mail - 1st time - Middle class (All) - Use mail - 1st time - NOTE: Suppress 2023 respondents & do June & July subject together with random gift to half of Spouse's audience	27,500 12,000	Direct Mail Email	Theme & Offer: Use control
July	PG Educational Pkg	- PG Prospects Age 60+ and Active Spouses Age 50-60	225,000	Direct Mail Email	Theme: Newsletter- 2 pages Offer: Estate Planning at Home
August	PG Survey Promo	- Active Spouses PG Prospects Age 60-74 - Other HighNet Income adults	20,000 2,000	Direct Mail Email	Theme & Offer: Use control
	Digital Services	Digital Services - (20+ Teady Web & Email Maintenance)	1		



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CGA Programs & Behaviors

Donor, trends, etc..



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Planned Giving Donors



34%

ONLY 34% of planned gift donors self-identify during their lifetime.



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How to Set –up a Successful Marketing Strategy

Marketing Best Practices & Different Approaches



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Golden Rule of Marketing

What brings in your fundraising dollars

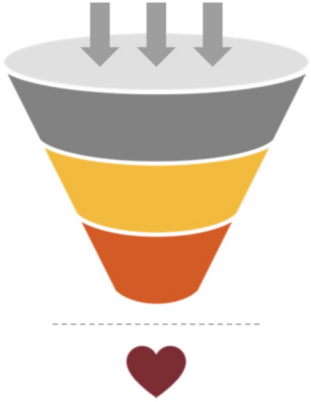
40%	40%	20%
		
List	Offer	Creative
<ul style="list-style-type: none"> • The people you're talking to • Determined by medium, list selection, & statistical modeling 	<ul style="list-style-type: none"> • The specific action you're asking them to take 	<ul style="list-style-type: none"> • Copy (including stories) • Design • Images




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Multi-Tiered Strategy



	<p>Identify + Acquire</p> <p>Identify new prospects via list diligence, broad-reach marketing messaging.</p>
	<p>Educate + Qualify</p> <p>Qualify through intelligent survey questions and targeted educational outreach.</p>
	<p>Convert</p> <p>Convert qualified prospects through focused offer strategies and timely marketing engagement.</p>
	<p>Steward</p> <p>Affirm donors' connections to the organization and their legacy giving decisions.</p>



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The Right Channels

- 70% of donors that are age 65 and older like direct mail AND 64% like digital too
- 52% of boomer-age donors say direct mail is somewhat likely or very likely to influence them to give
- Boomers prefer to receive updates from nonprofits they support via direct mail on a quarterly basis

Direct Mail + Digital

Cygnus Applied Research, 2021 Burk Donor Survey
2023 Giving USA study
Generational Giving Survey by Qgiv

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The Yearly Plan - Be Consistent!

QUARTER 3			QUARTER 4			QUARTER 1			QUARTER 2		
August	September	October	November	December	January	February	March	April	May	June	July
	●	●			●	●	●	●	●	●	●
					●	●	●	●	●	●	●
●					●						

● Primary Campaigns ● Drip Campaigns ● Survey

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7 Donor Mindsets


1. This work is important.
2. This organization is capable.
3. This organization is trustworthy.
4. I am connected to this work.
5. An estate gift is a smart choice.
6. People like me do things like this.
7. I need to share my intentions.

THE NEED TO FEEL
COMMITTED

THE NEED TO FEEL
CONNECTED TO OTHERS


THE NEED TO FEEL
AUTONOMOUS

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Legacy Giving Donor Journey

Supporting	Discovering	Considering	Deciding	Acting	
<p>Supports nonprofit's mission</p> <p>Nonprofit demonstrates competence: receives timely thank-you messages and evidence of impact</p> <p>Continues to support nonprofit, deepens engagement</p>	<p>Feels connected to nonprofit (feels appreciated, autonomy, my gifts matter)</p> <p>Introduced to idea of planned giving: way to give that maximizes impact, extends support</p>	<p>Reflects on finances and long-term plans</p> <p>Considers values and legacy</p> <p>Weighs nonprofit against other obligations and charitable causes</p>	<p>Integrates nonprofit with identity</p> <p>Researches options:</p> <ul style="list-style-type: none"> • Conversations with family and advisors • Self-directed research • Consultation with nonprofit <p>Decides to make a legacy gift</p>	<p>Puts together estate planning team</p> <p>Arranges gift:</p> <ul style="list-style-type: none"> • Creates will or codicil • Updates beneficiary documents • Initiates asset transfer <p>Notifies nonprofit</p>	
<p>This work is important to me.</p>	<p>My gifts can make a difference.</p>	<p>This organization is part of my life story.</p>	<p>People like me do things like this.</p>	<p>This gift is a way that I can live on.</p>	<p>I want to make sure my wishes will be fulfilled.</p>



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Measuring Success

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Evaluate and Adjust

IntelligenceCenter Web Analytics
View the key metrics from your planned giving website to gauge your donor's digital behavior.

Filter: Date: Month
Form Submissions: 338 \downarrow -9%
Visits: 10,239 \uparrow 147%
Average Time on Site: 2:05

IntelligenceCenter Email Analytics
View the key metrics from your email campaigns to track engagement with your marketing efforts over time.

Filter: Email Date: Month
Click-Through Rate (CTR): 2.61% \uparrow 8%
Focused Click-Through Rate: 1.38% \downarrow 20%
Unsubscribe Rate: 1.26% \uparrow 109%

IntelligenceCenter Survey Analytics
View the results from your survey campaigns to uncover your donor's passion for your organization and their interest in making a planned gift.

Filter: Send Date: Present
Survey Lead Group: 5,003 Leads | 528 New/Confirmed Planned Gifts

Send Date	Type	Send/Description	Sent	Responses	Response Rate	Leads
Control	A		38,706	5,303	13.7%	2,811
03/15/2021	Mail	Mar 2021 Press	15,004	0	0%	478

4,945 Comments

Open Rate Update: On Sep 25, 2023, Auto-answered Click updates that have been auto-generated from the system will be released and

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Show & Tell
Marketing Samples

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Targeted CGA

- Special Gift that can "boost your income"
- Present custom gift examples based on the recipient's age and past giving

Age	50%	60%	70%
65	4.75%	5.25%	5.75%
70	5.25%	5.75%	6.25%
75	5.75%	6.25%	6.75%
80	6.25%	6.75%	7.25%
85	6.75%	7.25%	7.75%
90	7.25%	7.75%	8.25%

ACCBA

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Targeted CGA

- Audience- List determined by age modeling
- Possible Themes & Offer CGA Example
- Offer: Make A Gift and Receive Income for life guide and persona example

Age	50%	60%	70%
65	4.75%	5.25%	5.75%
70	5.25%	5.75%	6.25%
75	5.75%	6.25%	6.75%
80	6.25%	6.75%	7.25%
85	6.75%	7.25%	7.75%
90	7.25%	7.75%	8.25%

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Postcard , Brochure



PAYING IT FORWARD CAN PAY YOU BACK.

Establishing a charitable gift annuity with Northwell Health Foundation is a great way to meet your financial and charitable goals.



BECAUSE EVERY DAY COUNTS



Northwell Health Hospice Care Network



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Stewardship- Survey Key Findings



YOU SPOKE, WE LISTENED


KEY FINDINGS KNOWLEDGE

OUR COMMENTS LIKE US PROUD!

A GIFT FOR YOU



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Northwell Health Digital Social Media Post

Northwell Health Foundation
Draft Post

“Our gift annuities have helped to assure our future and that of our community by supporting **Huntington Hospital**, thus enabling superior quality health care and income for my family.”


- Dr. Bernie and Adrienne Rosof
Philanthropists

Like the Rosofs, you can make a difference at **Northwell Health** and receive some income each year with our Charitable Gift Annuity option! New in 2023: individuals age 70.5 and older can direct a gift of up to \$50,000 from their IRAs to Northwell in exchange for a gift annuity. For more information about gift annuities or to get in touch with our Planned Giving team, please visit our website: <https://bit.ly/3PR4I9m>




Northwell Health Foundation | Gift Planning :: Planned Giving Alert
Gift Planning


by Michelle M.



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Questions



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