

# Top 10 legacy fundraising principles from scientific research: Theory, statistics, and results from the lab

1. If you want a larger audience, don't lead with death
2. Emphasize lasting social impact
3. Present a social norm default (*people like me do things like this*)
4. Advance the donor life story
5. Encourage tribute gifts in wills
6. Use family words not formal words
7. Don't count it and forget it
8. Don't go radio silent at the critical moment
9. Target the 3 C's (childlessness, consistency, capacity)
10. Go see people

But, first, we start  
with theory



We will get to...

**EAT THIS**

**NOT THAT!**



But first,  
we need to learn...



**Why theory  
first?**





# Theory based strategies are more flexible than a list of techniques

- New techniques can emerge as circumstances change
- Guides practice even where (as in bequest and major giving) interim measurement is difficult
- “Best practices” might just be “practices”
- Just because a technique “works” for one organization ...

What you see

What the  
subconscious sees



Seminar Tonight:  
**Estate Planning**

Seminar Tonight:  
**Your Upcoming  
Death**



- Regardless of terminology or packaging, estate planning is planning for one's own death.
- It is a strong reminder of the reality of one's own mortality.
- Experimental research has identified consistent reactions to mortality reminders.





Both economic and psychological approaches predict

## 1<sup>st</sup> Stage Defense

### **AVOIDANCE**

Avoid death reminders, e.g., deny one's vulnerability, distract oneself, avoiding self-reflective thoughts



## 2<sup>nd</sup> Stage Defense

### **SYMBOLIC IMMORTALITY**

Some part of one's self – one's family, achievements, community – will continue to exist after death (a form of autobiographical heroism)



# Examples of avoidance

**Distract:** I'm too busy to think about that right now

**Differentiate:** It doesn't apply to me now because I (exercise, have good cholesterol, don't smoke...)

**Deny:** These worries are overstated

**Delay:** I definitely plan to think about this... later

**Depart:** I am going to stay away from that reminder



# 2<sup>nd</sup> stage defense: **Symbolic immortality**

(a form of autobiographical heroism)

Some part of one's self - one's name, family, community, achievements, values, goals, etc. - will persist after death



As personal mortality awareness grows, the desire for investing in future social impact becomes relatively more attractive



Pursuit of symbolic immortality: something reflecting the person's life story (community and values) will live beyond them



**Death reminders increase support for one's surviving community ("in-group") and community values**

# If you want a larger audience, don't lead with death

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# Communicating Obliquely

Personal mortality topics are subconsciously aversive to most people. Wrap them in other topics to sidestep the initial avoidance response.



A common theme in several successful approaches to introducing planned giving

# The Oblique Seminar

You “just happen” to communicate about planned giving in the context of something else



## Charitable Estate Planning

### Tax-smart giving

- Current giving tips
- Planned giving tips

### Christians and the Law

- Religious liberties
- Stewardship / estate planning

### Stories from the frontlines

- Charity projects
- Stories of planned donors who fund it

### Identity theft?

“Since you’re thinking about ways to protect yourself and your identity, why not think about ways to protect your estate, as well?”  
We ended with an abbreviated seminar on how to be sure your estate is in order (with appropriate charitable bequests in place).”

-Barbara Diehl, **Journal of Gift Planning**, 2006



# The Oblique Conversation

## 4 S

1. Story
2. Story
3. Story
4. Shut up

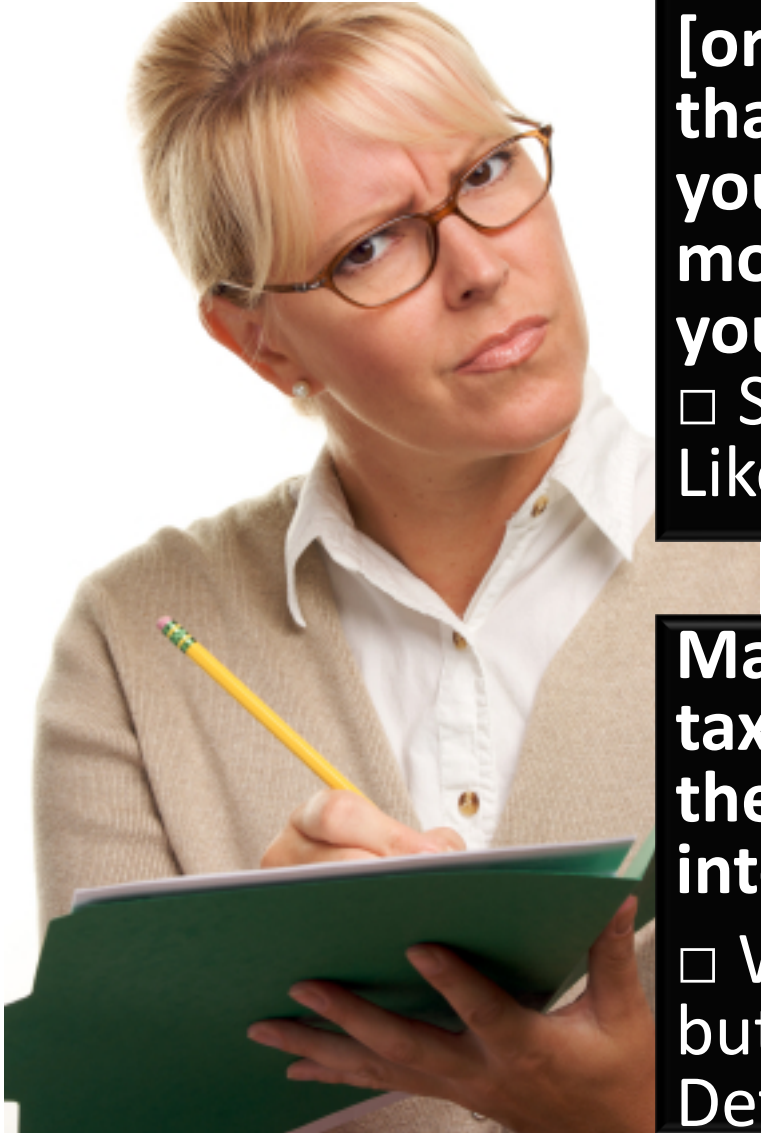
So, what's new at Texas Tech?

1. ... new coach ...
2. ... new building ...
3. Oh, and Mary Smith did a neat thing. Did you know Mary? She graduated two years before you... No? Well, Mary signed a new will that one day will endow a permanent scholarship for financial planning students.



# The Oblique Survey

In the middle of an 8-10 question survey of opinions about the organization...



**Many people like to leave a gift to [org] in their will to support a cause that has been important in their life. If you signed a will in the next three months, what is the likelihood that you might leave a gift to [org]?  None  Somewhat Unlikely  Somewhat Likely  Very Likely  Definitely**

**or**

**Many friends of [org] like to receive a tax deduction and make a gift that pays them income for life. Rate your level of interest in making this type of gift.**

**Will never be interested  Not today, but some day  Somewhat interested  Definitely interested**

# The Oblique Focus Group

Bigelow & Kolmerten (*Journal of Gift Planning, 2008*) set up a donor focus group “about why no one seems willing to learn about planned giving by attending workshops ...The participants, in order to give advice about workshops on planned giving, had to ask questions about CRTs and CGAs...Thus, like scientists who discover a cure unexpectedly, we had inadvertently found our answer where we least expected it: the best venue to *teach* people about planned giving was not a workshop or a seminar but a focus group.”



# The Oblique Investment

How is Death  
Insurance Sold?



# Annuity strategies: If you want a larger audience, don't lead with death



life



death

Changing annuity description from “each year you live” to “each year you live until you die”, and “if the annuity holder lives up to different ages” with “depending on the age when the annuity holder dies” increased death-related thoughts and consequently lowered interest in purchasing annuities. The reduction in interest was fully mediated by the change in death-related thoughts.

Here  
communicating  
obliquely presents  
information in  
non-death related  
contexts

Here  
communicating  
obliquely motivates  
action with non-  
death related  
reasons

I don't  
want to  
think  
about it

Yes

Now



The real enemy of the charitable bequest gift isn't "no," it's "later"

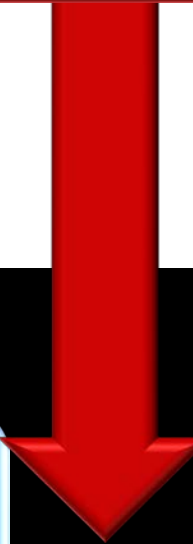
I don't want to think about it



Yes



Now





Avoidance suggests that we don't want to admit the likelihood of impending death as a reason to act

I don't  
want to  
think  
about it



Yes



Now

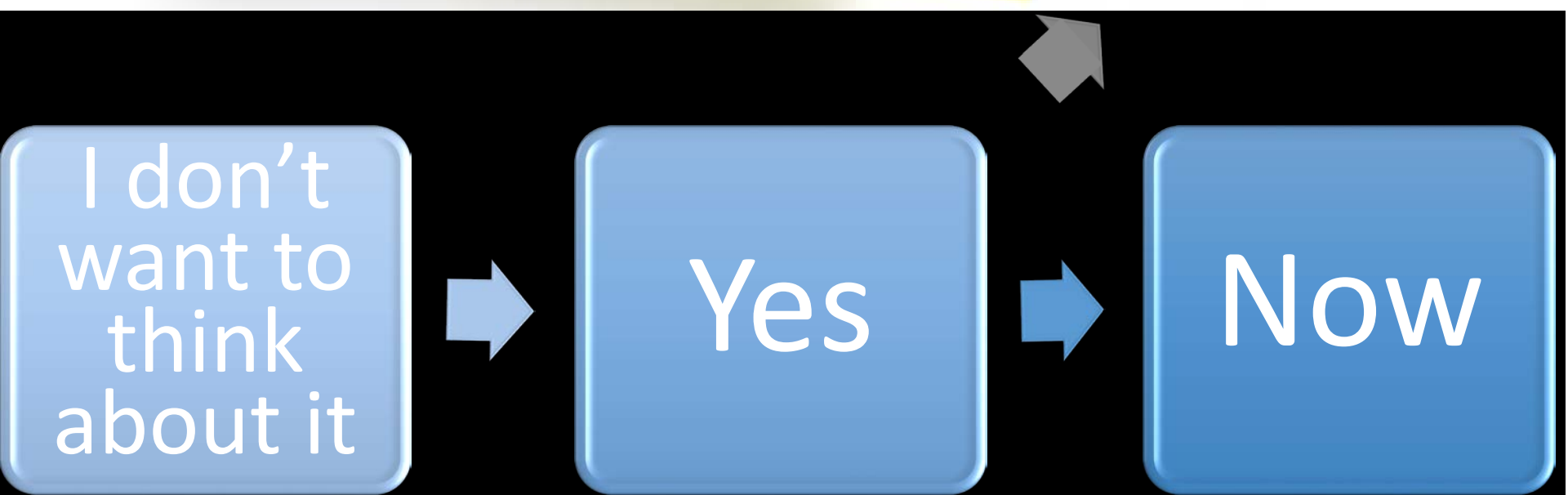
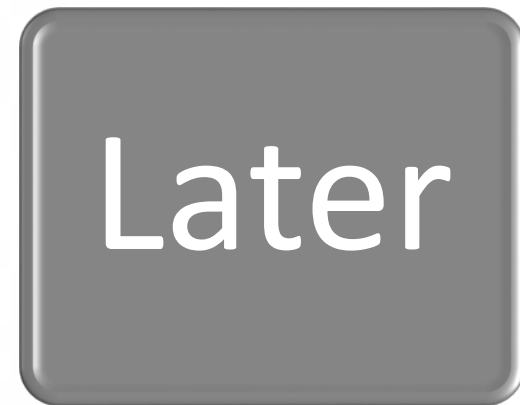


So create another reason...



If I am not going to die tomorrow, why not deal with this later?





**Our campaign to reach 100 planned gifts in wills or trusts ends in 3 months, won't you consider joining these others?**

**Left Out of Group**

**Later**

**I don't want to think about it**

**Yes**

**Now**

We are offering a  
                     for  
anyone who signs  
up for an  
appointment  
tonight only

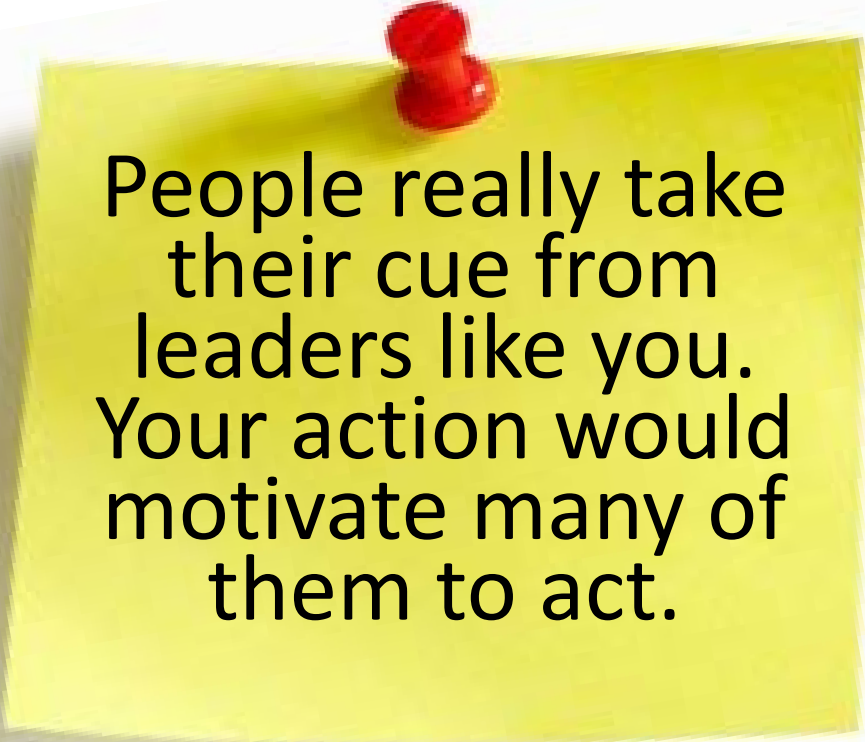
No \_\_\_\_\_

Later

I don't  
want to  
think  
about it

Yes

Now



People really take  
their cue from  
leaders like you.  
Your action would  
motivate many of  
them to act.

Bad  
Example

Later

I don't  
want to  
think  
about it

Yes

Now


# Pledge and follow-up

**“To show a strong leadership commitment in this planned giving push, we want to announce board participation levels at the fall banquet. Can we count you in?”**



*I commit to complete an estate plan with a gift to (organization) within 6 months*

- Yes*
- No*
- Already Completed*



We really appreciate your commitment to make this bequest gift. Can I check back in a month to see how the planning process is going?

Violating  
“Pledge”

Later

I don't  
want to  
think  
about it

Yes

Now

# Emphasize lasting social impact

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# Strategies: When to lead with death

## 1. Captive audience

Increase mortality salience to heighten interest in lasting social impact through bequest

## 2. Low-hanging fruit

Intentionally limiting audience only to those ready for death planning (often related to some other external shock such as death of a loved one, negative diagnosis, estate planning)



**Annuity strategy:** Pursuit of lasting social impact suggests that once mortality salience is induced, a bequest benefit will become more attractive



Both increasing death wording and writing a death essay increased preference for an annuity with a bequest benefit instead of a standard annuities (Williams & James, 2017)

Increasing bequest motivation will decrease interest in standard annuities (Friedman & Warshawsky, 1990; Lockwood, 2012).

Three-fourths of all annuities owned by recent retirees actually contain survivor benefits (Lockwood, 2012).

# Estate planning strategies: Emphasize lasting social impact

- Dynasty trusts, private foundations, and other long term plans become attractive
- Without planning: Big pile of money for heirs to quickly blow, violating client values.
- With planning: Lasting impact expressing client values, e.g., education for offspring, retirement for spouse, wage matching trust payments.







Something reflecting the person's life story (community and values) will live beyond them



# Permanent Gifts

Symbolic  
immortality in  
practice

# Pursuit of lasting social impact

<p>A poverty relief charity was described as an organization that focused on either ...</p>		<p>Normal Average Gift</p>  <p>↔ d</p>	<p>Death Reminded Average Gift</p>  <p>↓ d</p>
<p>“meeting the immediate needs of people” or</p>	<p>R<sub>1</sub></p> 	<p><b>\$257.77</b></p>	<p><b>\$80.97</b></p>
<p>“creating lasting improvements that would benefit people in the future”</p>	<p>R<sub>2</sub></p> 	<p><b>\$100.00</b></p>	<p><b>\$235.71</b></p>

\*participants giving share of potential \$1,000 award  
 K. A., Tost, L. P., Hernandez, M., & Larrick, R. P. (2012). *It's Only a Matter of Time Death, Legacies, and Intergenerational Decisions. Psychological Science, 23(7), 704-709.*

Lasting gifts (endowments, named buildings, scholarship funds, etc.) to stable organizations may be particularly compelling



# Consider developing permanent giving opportunities for mid-level bequest donors

- Scholarships, lectureships, annual performances, perpetual child sponsorship, perpetual rescued pet sponsorship, etc.
- Limit to legacy donors to emphasize specialness and avoid pulling from current giving



# Or Permanence for memorial donors



After the Gift Acknowledgement “Thank You” Letter...

-Page 2-

Report for Mary Elaine Johnson Memorial Gifts – Scholarships

Total gifts received to date: \$8,652.28.

All funds will be spent in areas of greatest need during the calendar year 2018 ***unless total gifts exceed \$10,000 at which point this fund will become a perpetual scholarship fund known as the Mary Elaine Johnson Permanent Endowment Scholarship Fund.***

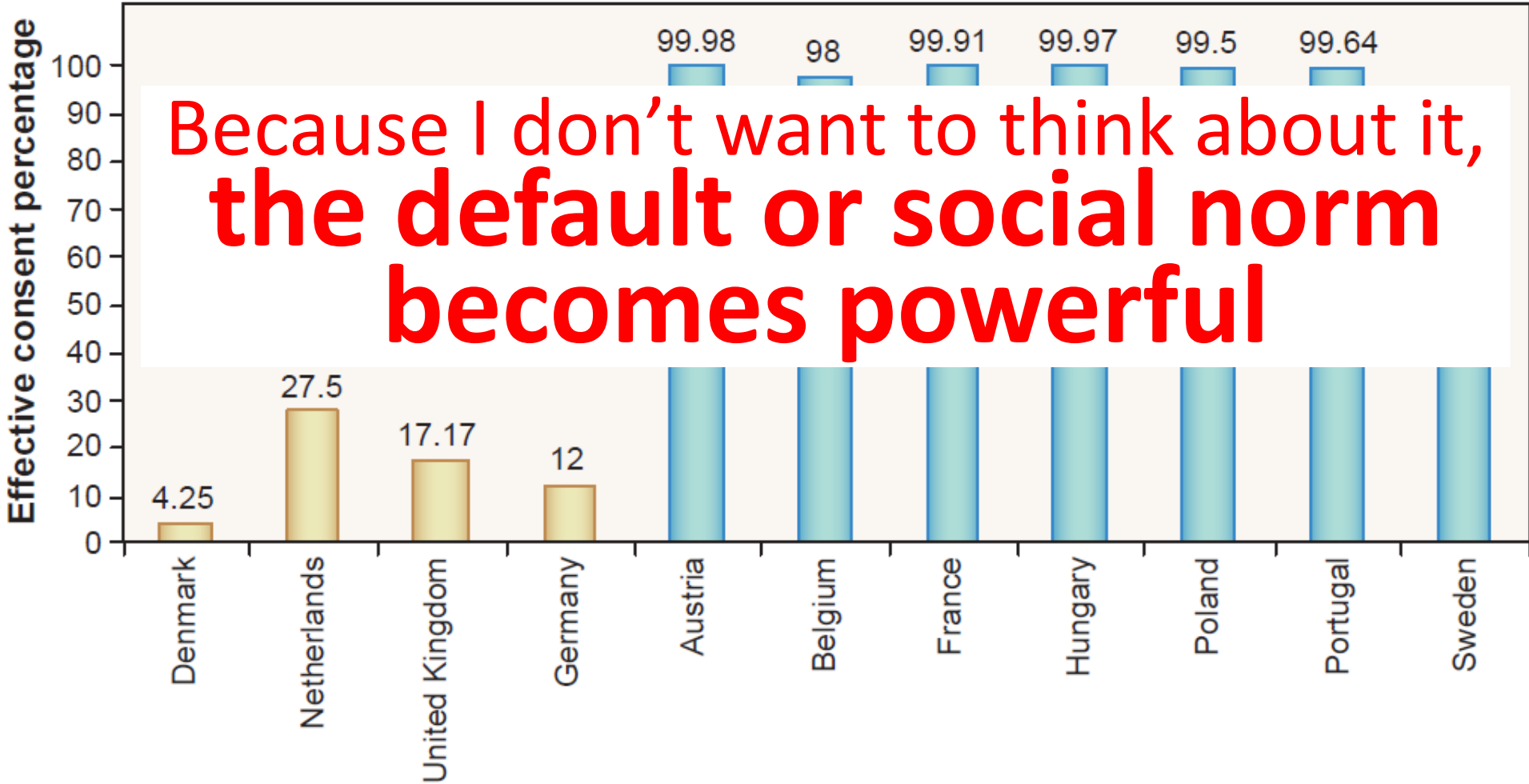
This phrase more than doubled average second gift intended size AND increased likelihood of gift from 48% to 55%. But, there were no such effects for the same goal with recognition only.

Stronger second gift intentions from a anniversary than a contemporaneous thank you.



# **Present a social norm default** *(people like me do things like this)*

- 1. If you want a larger audience, don't lead with death**
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- 10. Go see people**



Because I don't want to think about it,  
**the default or social norm  
 becomes powerful**

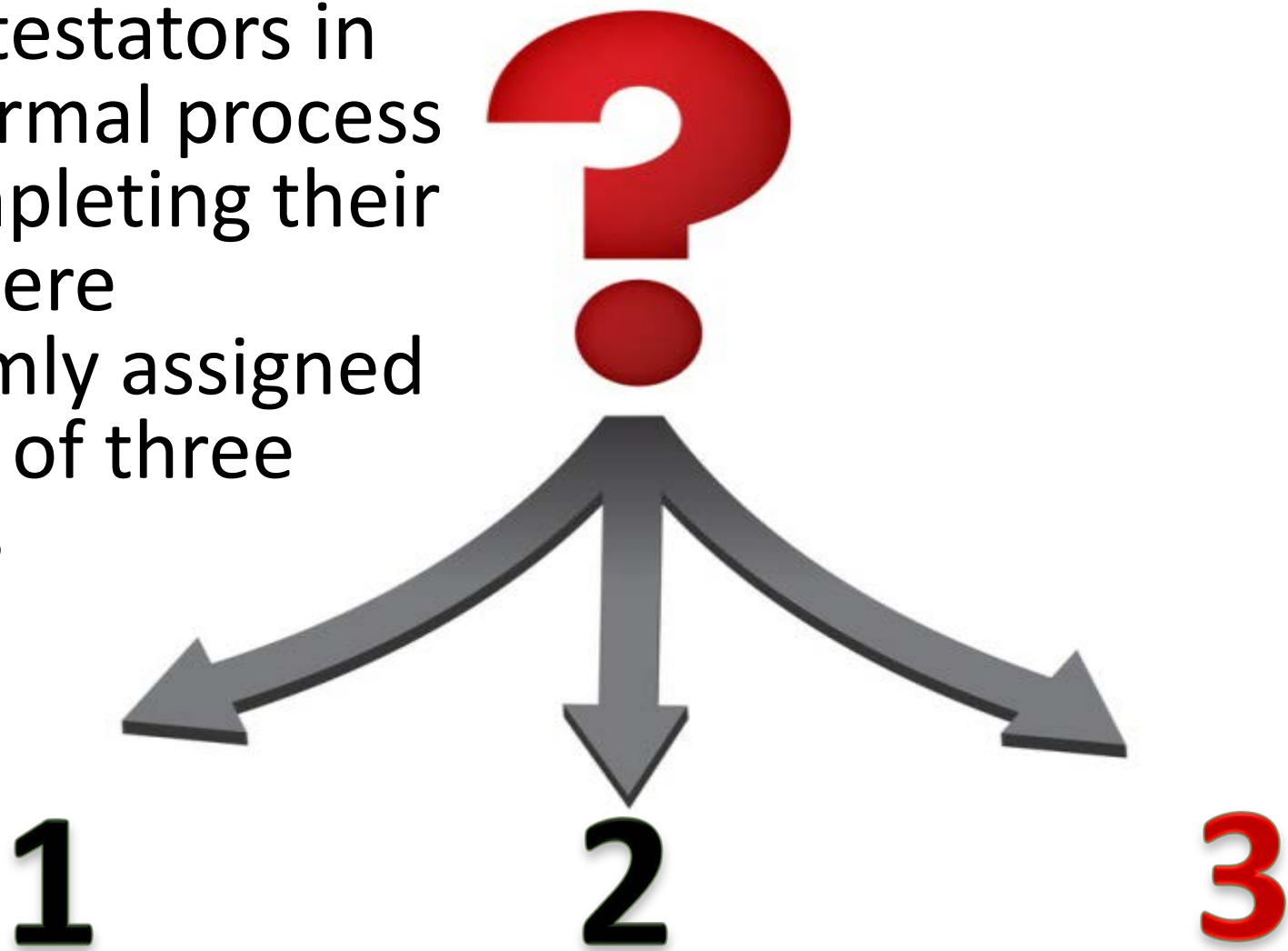
Effective consent rates, by country.

“Opt-in”  
 systems in Gold

“Opt-out”  
 systems in Blue

Johnson, E. J., & Goldstein, D. (2003). Do Defaults Save Lives? *Science*, 302, 1338-1339.

3,000 testators in the normal process of completing their wills were randomly assigned to one of three groups

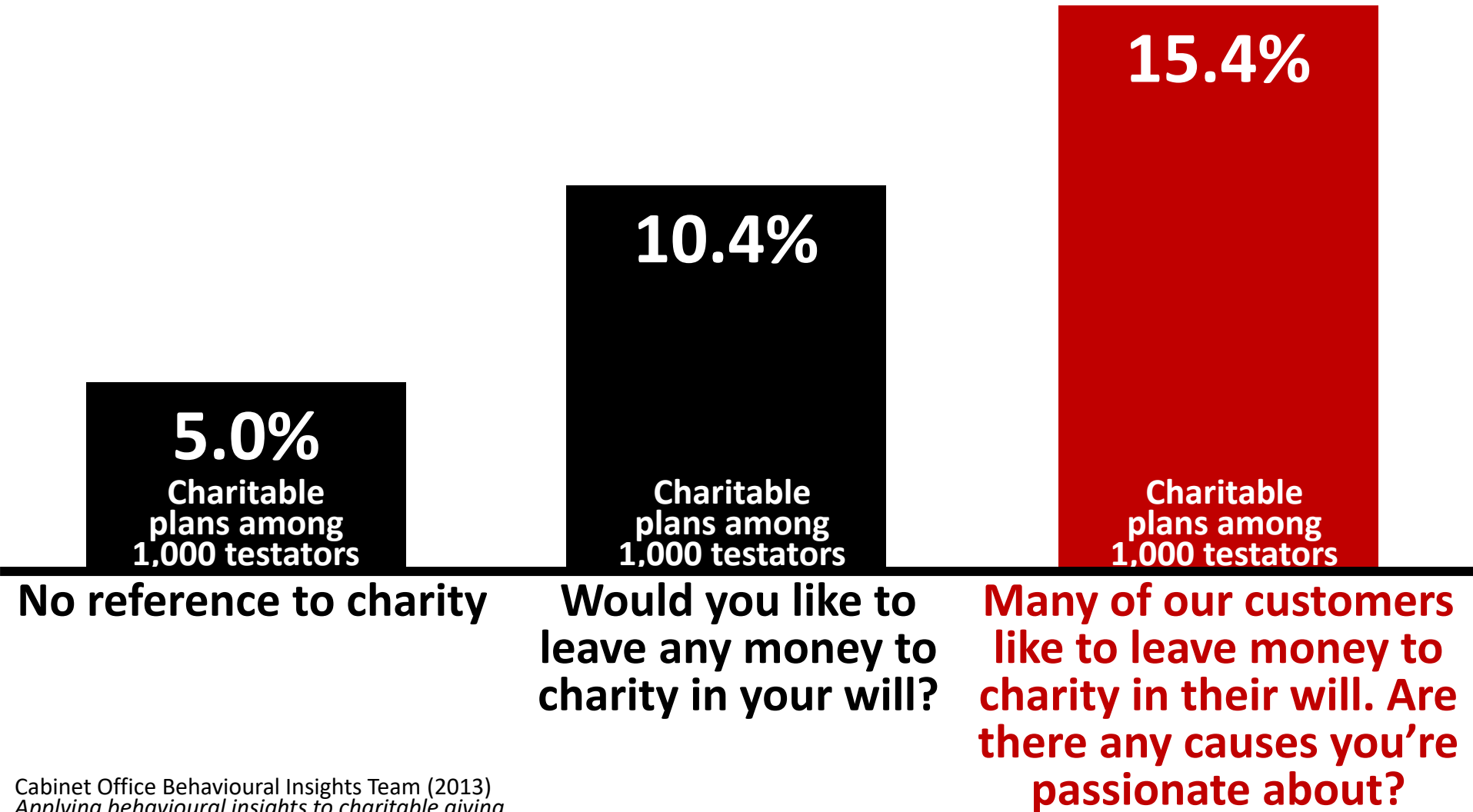


**No reference to charity**

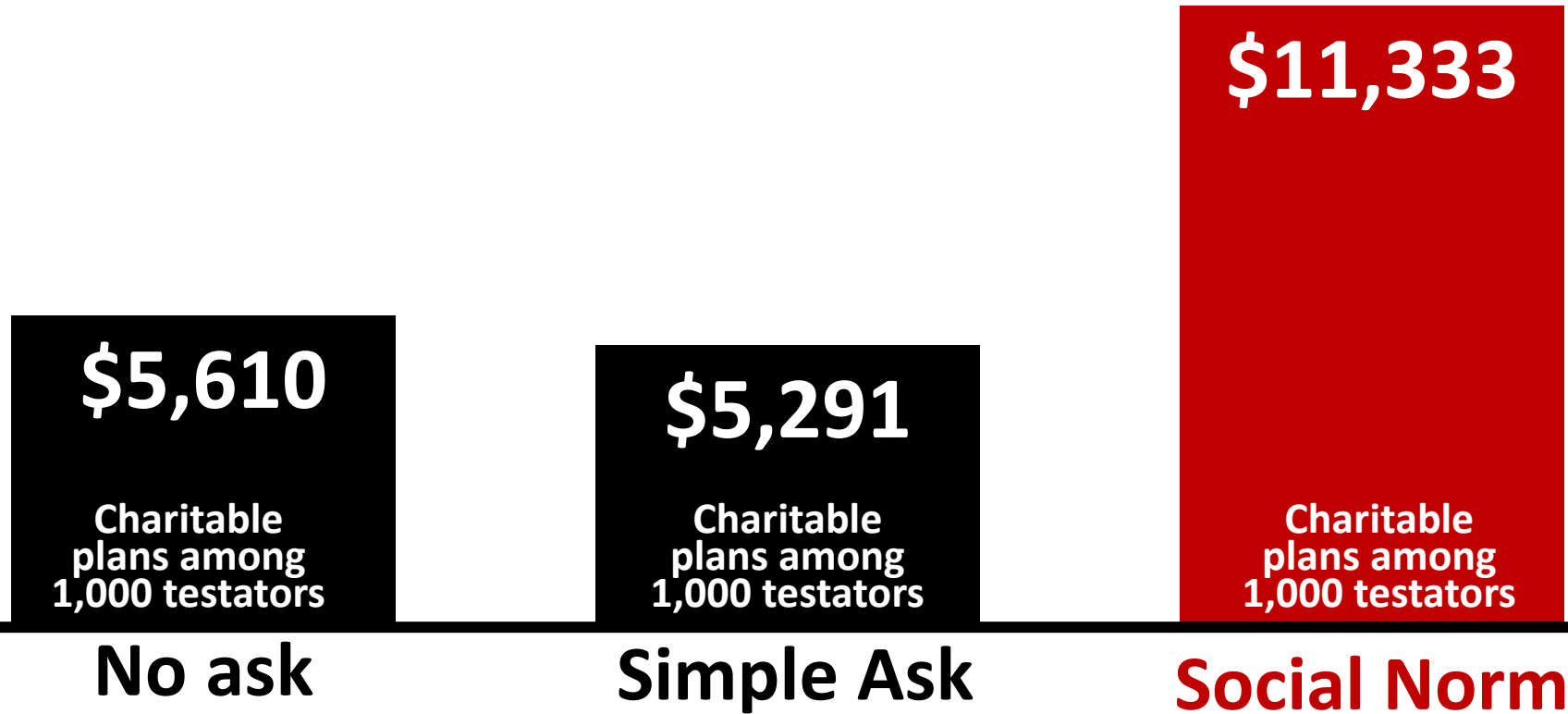
**Would you like to leave any money to charity in your will?**

**Many of our customers like to leave money to charity in their will. Are there any causes you're passionate about?**

# Charitable bequests are influenced by a simple social example



# The social example also increased the average amount of bequest gifts



# The social norm increased charitable bequest intentions

2014 Survey, 2,369 Respondents, Groups D/E/LateG+H

**Interested Now**

**Will Never Be Interested**

**31%**

Many people like to leave a gift to charity in their will. Are there any causes you would support in this way?

**9%**

**23%**

Make a gift to charity in my will

**12%**

**12%**

Make a **bequest** gift to charity

**14%**

# Testing Charitable Gift

# Annuity

*(lifetime income and  
remainder to charity at  
death)*

# Messages



# What “you” would do or what another donor has done?

You make a gift and receive a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of your life.

Gift Annuity

Interested Now  
Definitely/somewhat/slightly

All: \_\_\_\_\_ %  
55+: \_\_\_\_\_ %

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

All: \_\_\_\_\_ %  
55+: \_\_\_\_\_ %

Please rate your interest in pursuing the above described charitable giving arrangement



# What “you” would do or what another donor has done?

You make a gift and receive a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of your life.

Gift Annuity

Interested Now  
Definitely/somewhat/slightly

**All: 33.5%**

**55+: 23.2%**

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

**All: 38.6%**

**55+: 38.6%**

Please rate your interest in pursuing the above described charitable giving arrangement

# Text only or text and donor picture?

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Gift Annuity

Please rate your interest in pursuing the above described charitable giving arrangement: % Interested now (definitely/somewhat /slightly)

All: \_\_\_\_\_%

55+: \_\_\_\_\_%

All: \_\_\_\_\_%

55+: \_\_\_\_\_%

# Text only or text and donor picture?

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Gift Annuity

Please rate your interest in pursuing the above described charitable giving arrangement: % Interested now (definitely/somewhat /slightly)

**All: 38.6%**

**55+: 38.6%**

**All: 31.1%**

**55+: 29.8%**

**What's the problem with the donor picture? Is it just this photo? This donor age? Is it photos in general or what?**



# Interested now (definitely/somewhat /slightly)

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.



Gift Annuity

55+  
\_\_\_\_\_ %

35-54  
\_\_\_\_\_ %

U-35  
\_\_\_\_\_ %

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.



Gift Annuity

\_\_\_\_\_ %

\_\_\_\_\_ %

\_\_\_\_\_ %

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.



Gift Annuity

\_\_\_\_\_ %

\_\_\_\_\_ %

\_\_\_\_\_ %

Interested now (definitely/somewhat /slightly)

55+  
**24.4%**

35-54  
**38.4%**

U-35  
**44.5%**



Gift Annuity

**22.0%**

**47.4%**

**32.6%**



Gift Annuity

**41.1%**

**30.6%**

**30.2%**



Gift Annuity

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

**How do these compare with text only or a non-donor photo?**



*Text  
only*

Interested now  
(definitely/somewhat /slightly)

55+

35-54

U-35

All

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.



Gift Annuity

**1<sup>st</sup>**  
**44.4%**

**3<sup>rd</sup>**  
**40.1%**

**3<sup>rd</sup>**  
**34.7%**

**1<sup>st</sup>**  
**40.1%**

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Gift Annuity

**3<sup>rd</sup>**  
**28.3%**

**2<sup>nd</sup>**  
**44.6%**

**2<sup>nd</sup>**  
**36.4%**

**2<sup>nd</sup>**  
**36.5%**

**Young**  
**Middle**  
**Older**

**24.4%**  
**22.0%**  
**41.1%**

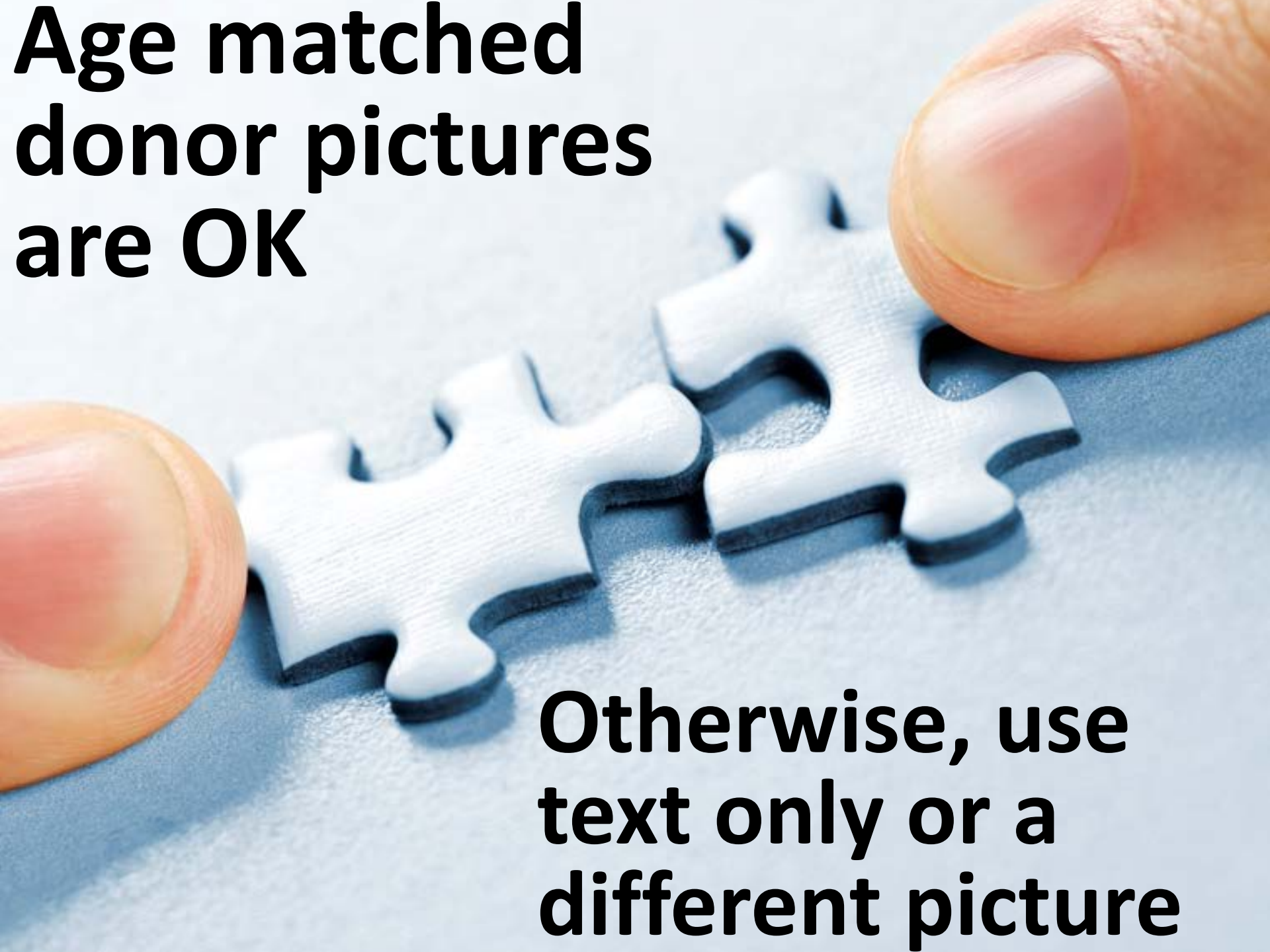
**38.4%**  
**47.4%**  
**30.6%**

**44.5%**  
**32.6%**  
**30.2%**

**35.8%**  
**34.0%**  
**34.0%**

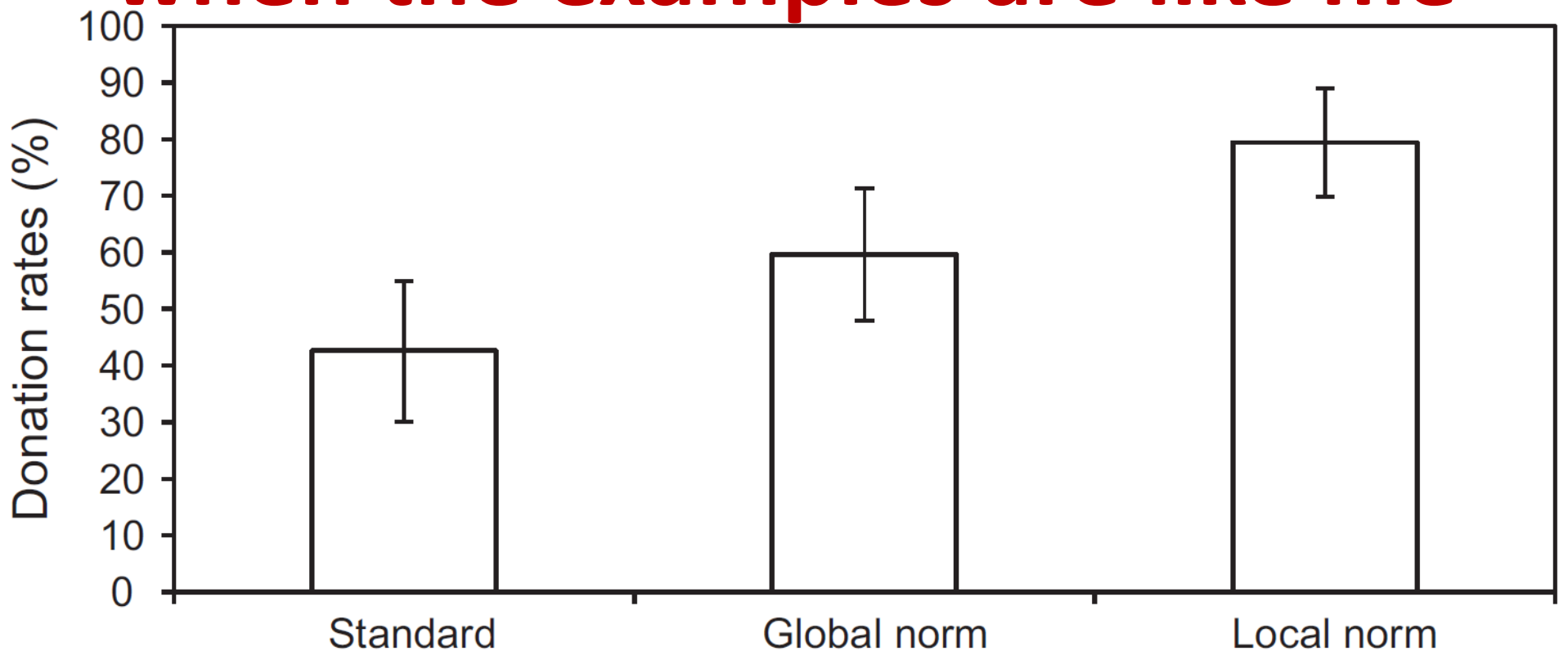


**Age matched  
donor pictures  
are OK**



**Otherwise, use  
text only or a  
different picture**

# Social norms are more powerful when the examples are like me



You can support Golomolo by donating 20 Swedish crowns.

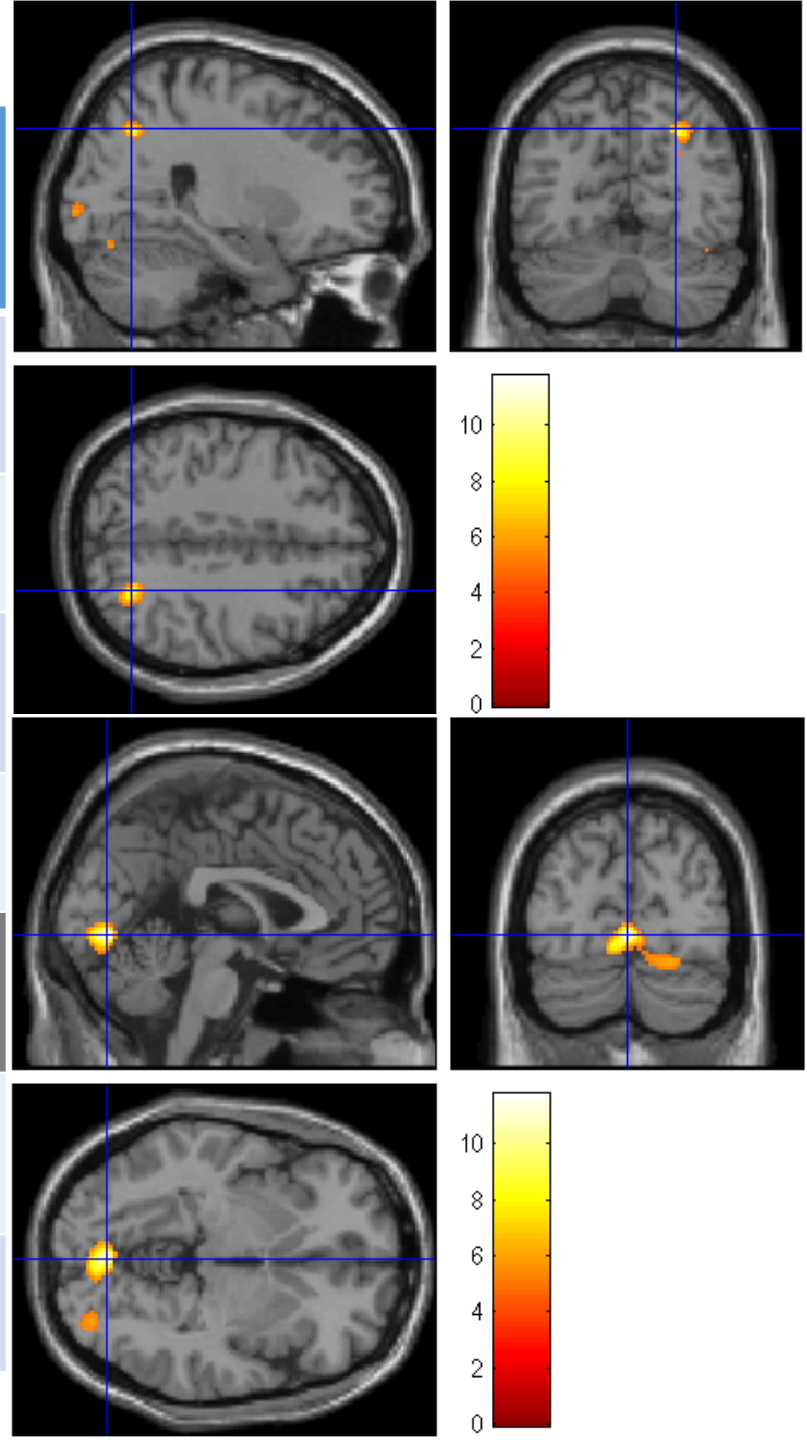
You can support Golomolo by donating 20 Swedish crowns. **73% of University students in Sweden** who were asked for a contribution have donated 20 Swedish crowns to Golomolo.

You can support Golomolo by donating 20 Swedish crowns. **73% of Linnaeus University students** who were asked for a contribution have donated 20 Swedish crowns to Golomolo.

# Advance the donor life story

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Contrast	Brain Region	MNI co-ordinates	Peak p FWE	Clust-er p FWE
(1) Beq> Give	Lingual Gyrus	-2, -78, -2	.004	.000
	Precuneus	26, -66, 42	.102	.009
(2) Beq> Vol	Lingual Gyrus	2, -80, -4	.007	.000
	Precuneus	30, -66, 40	.180	.004
	Precentral Gyrus	-34, -3, 36	.397	.001
(3) Beq> (Give+ Vol)	Lingual Gyrus	0, -78, -4	.001	.000
	Precuneus	26, -66, 42	.007	.001



**lingual gyrus** is part of the visual system, damage can result in losing the ability to dream

**precuneus** has been called “the mind’s eye,” used in taking a 3<sup>rd</sup> person perspective on one’s self

# Visualized autobiography

visualization + 3<sup>rd</sup> person perspective on self



# Life stories

Summarizing a series of interviews with planned donors, Dr. Claire Routley wrote...

*“when discussing which charities they had chosen to remember, there was a clear link with the **life narratives** of many respondents”*



# References to “important in your life” increase interest

2014 & 2015 Surveys, 1,822 Respondents

**Will Never  
Be  
Interested**

**Interested  
Now**

**40%**

Make a gift to charity in your will to support causes that have been important in your life

**6%**

**30%**

Make a gift to charity in your will

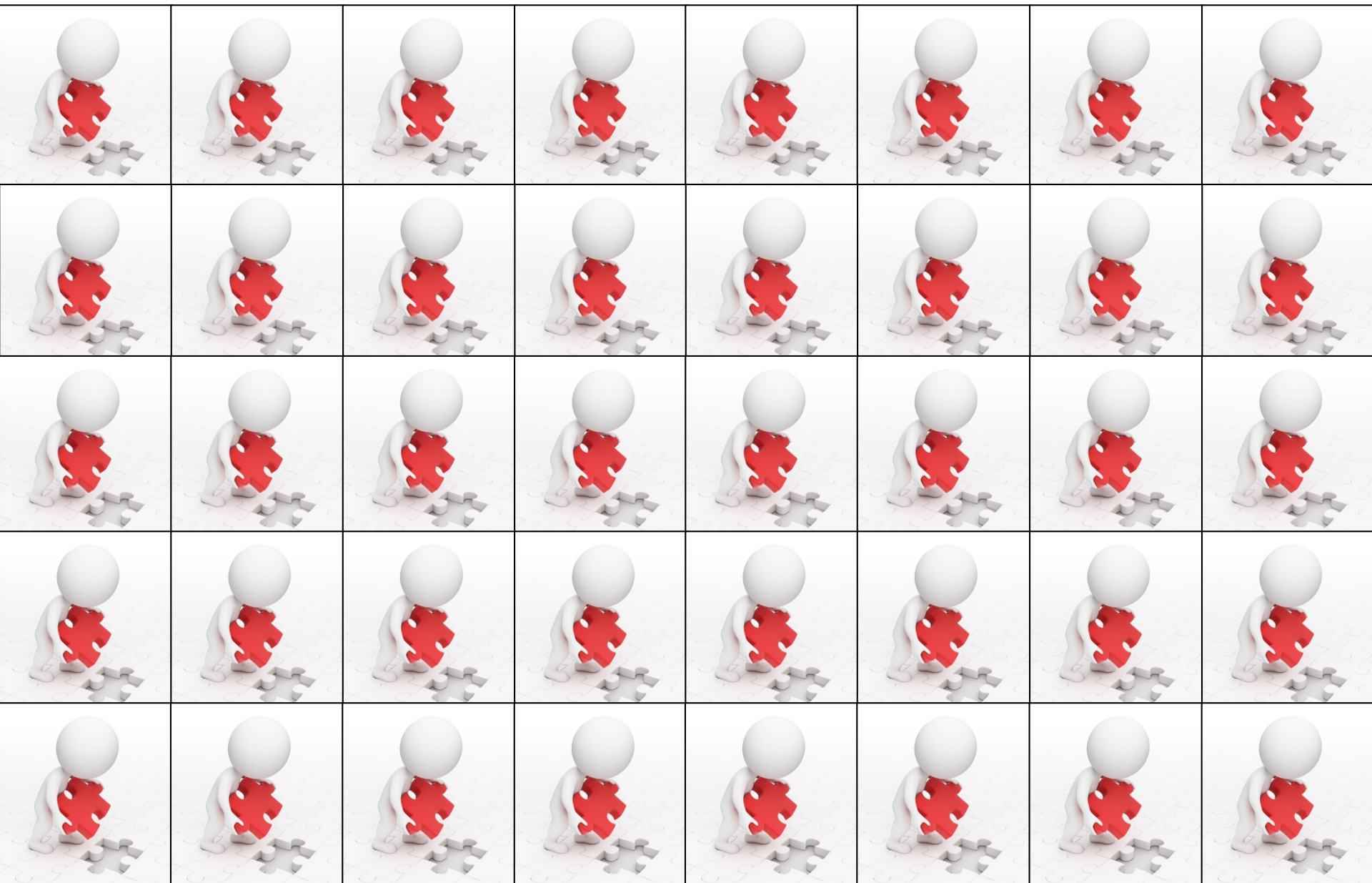
**7%**

**12%**

Make a bequest gift to charity

**14%**

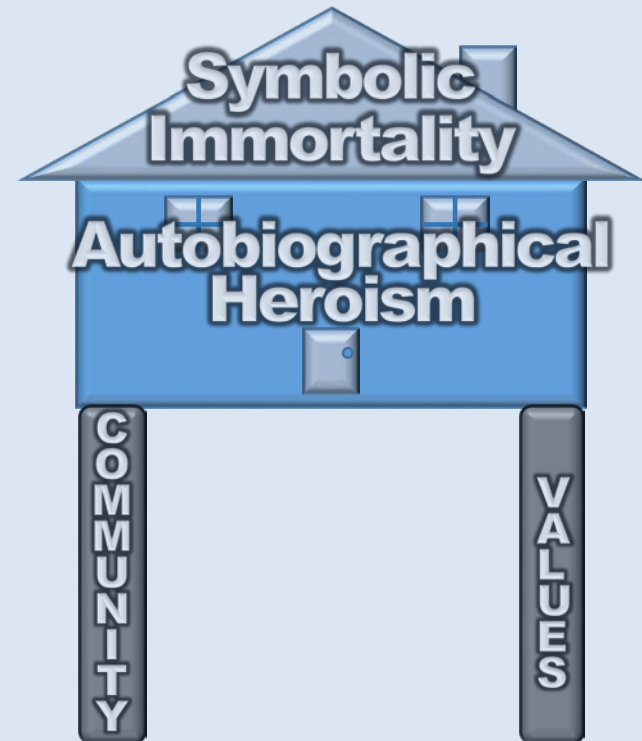
# Living donor stories outperformed all other messages for 40 out of 40 charities tested







Is this cause (or charity) an important part of my life story?





Start with

“So tell me about your connection to (organization).”

# Encourage tribute gifts in wills

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# Bequest charity representing loved ones

*'The reason I selected Help the Aged...it was **after my mother died**...And I just thought – she'd been in a care home for probably three or four years. And I just wanted to help the elderly...I'd also support things like Cancer Research, because **people I've known have died**...An animal charity as well, I had a couple of cats.'*

*“[In my will I have a gift to] the Cancer Research. **My father died of cancer** and so I have supported them ever since he died.’*

*Female, 63  
widowed*

*Male, 89  
married*

# Testing the tribute bequest

4500+ respondents

Do you have a deceased friend or deceased family member who would have appreciated your support of an *International relief* organization such as *CARE* or *UNICEF*?

Also tested for living friend or family member

**Alzheimer's** *The Alzheimer's Association, The Alzheimer's Foundation*

**Diabetes** *Joslin Diabetes Center, The American Diabetes Association*

**Wild Birds Preservation** *National Audubon Society, Ducks Unlimited*

**Wildlife** *World Wildlife Fund, Wildlife Conservation Society*

**Minority College Fund** *United Negro College Fund, American Indian College Fund*

**Blindness related nonprofit** *Foundation Fighting Blindness, Prevent Blindness America*

**Youth-related charitable** *Girl Scouts, Boy Scouts, YMCA, YWCA, Big Brothers / Big Sisters of America, Boys and Girls Clubs of America*

**AIDS research and care** *San Francisco AIDS Foundation, AIDS Project Los Angeles*

**Animal welfare** *American Society for Prevention of Cruelty to Animals, The American Humane Association*

**International relief** *UNICEF, Care*

**Cancer research** *American Cancer Society, National Cancer Coalition, M.D. Anderson Cancer Center, Dana Farber Cancer Institute*

**Guide dogs** *Guide Dogs for the Blind, Canine Companions for Independence*

**Breast cancer research** *Breast Cancer Research Foundation, National Breast Cancer Foundation, Susan G. Komen Breast Cancer Foundation*

If so, please state your relationship to them and write at least 25 words describing their interest in or connection with this cause.

If you signed a will in the next 3 months, what is the likelihood you might leave a BEQUEST gift **honoring** a living [deceased] friend or family member to \_\_\_\_\_

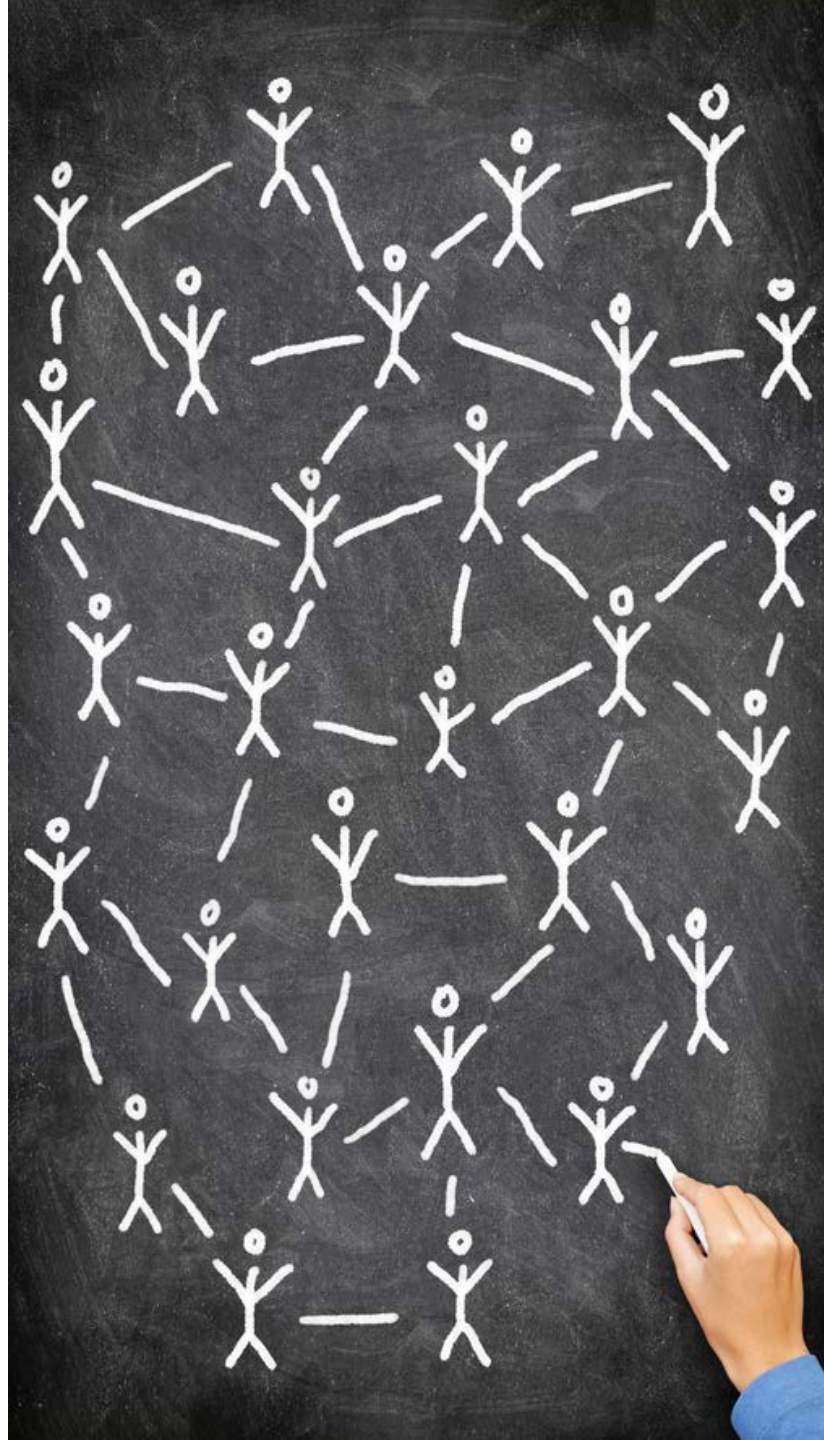
# Reminder/tribute increases interest from initial response

Change in charitable bequest intention  
for those with family/friend connection

	Total	Age 50+	Male	Female
Memorial reminder	<b>+14.0</b>	<b>+14.0</b>	<b>+13.5</b>	<b>+14.0</b>
Living reminder	<b>+9.2</b>	<b>+9.3</b>	<b>+7.7</b>	<b>+9.9</b>

Average share with family/friend  
connections to each cause

	Total	Age 50+	Male	Female
Memorial reminder	<b>22.1%</b>	<b>27.1%</b>	<b>19.5%</b>	<b>23.6%</b>
Living reminder	<b>34.2%</b>	<b>36.1%</b>	<b>30.4%</b>	<b>36.6%</b>



# Simple implementations

Samples courtesy of Phyllis  
Freedman, President of  
*SmartGiving* and  
“The Planned Giving Blogger”

I have included NIF in my will or trust, as a beneficiary of a retirement account or other planned gift.

My gift is in  honor of  memory of:

Relationship: \_\_\_\_\_

I wish to remain anonymous.

**YES**, I want to leave a personal legacy in the fight against cancer and other serious illnesses.

I have already included City of Hope in my will, as a beneficiary of a retirement account or other plans.

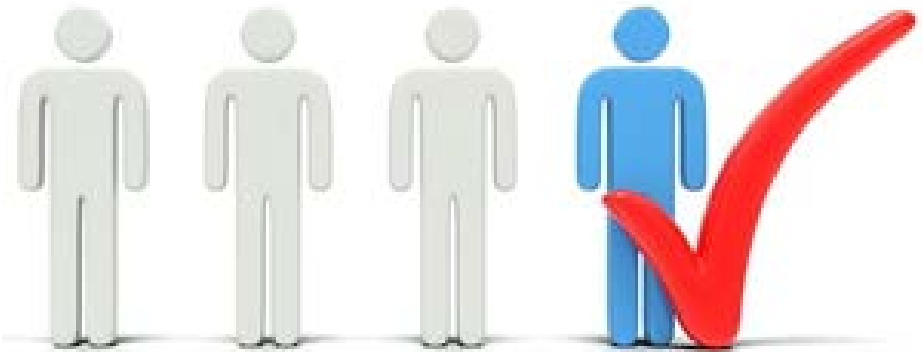
I wish to remain anonymous.

My gift is in  honor of  memory of \_\_\_\_\_.

Relationship: \_\_\_\_\_



In a 2014 survey,  
**1 in 4** increased  
their intention to leave  
a charitable bequest  
when given the option  
to “honor a friend or family member by making a  
memorial gift to charity in my last will & testament”



# Use family words not formal words

1. If you want a larger audience, don't lead with death
2. Emphasize lasting social impact
3. Present a social norm default (*people like me do things like this*)
4. Advance the donor life story
5. Encourage tribute gifts in wills
6. Use family words not formal words
7. Don't count it and forget it
8. Don't go radio silent at the critical moment
9. Target the 3 C's (childlessness, consistency, capacity)
10. Go see people





**Use  
family  
language**

**Stories  
and  
simple  
words**

**Social  
Realm  
(identity)**

I help people  
because of who I  
am

**Avoid  
market  
language**

**Formal,  
legal, or  
contract  
terms**



**Market  
Realm  
(exchange)**

I engage in  
transactions by  
formal contract

**Would you say it in a normal  
conversation with your grandmother?**

# Formal terms lower charitable interest

2014 Survey, 1,246 Respondents, Groups D/E

Interested  
Now

**23%**

Make a gift to charity in  
my will

Will Never  
Be  
Interested

**12%**

**12%**

Make a **bequest** gift  
to charity

**14%**



# Describing a CRT



## Make a gift

where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

## Make a transfer of assets

where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

Different groups rate their interest after receiving different descriptions

# Does it make much difference?

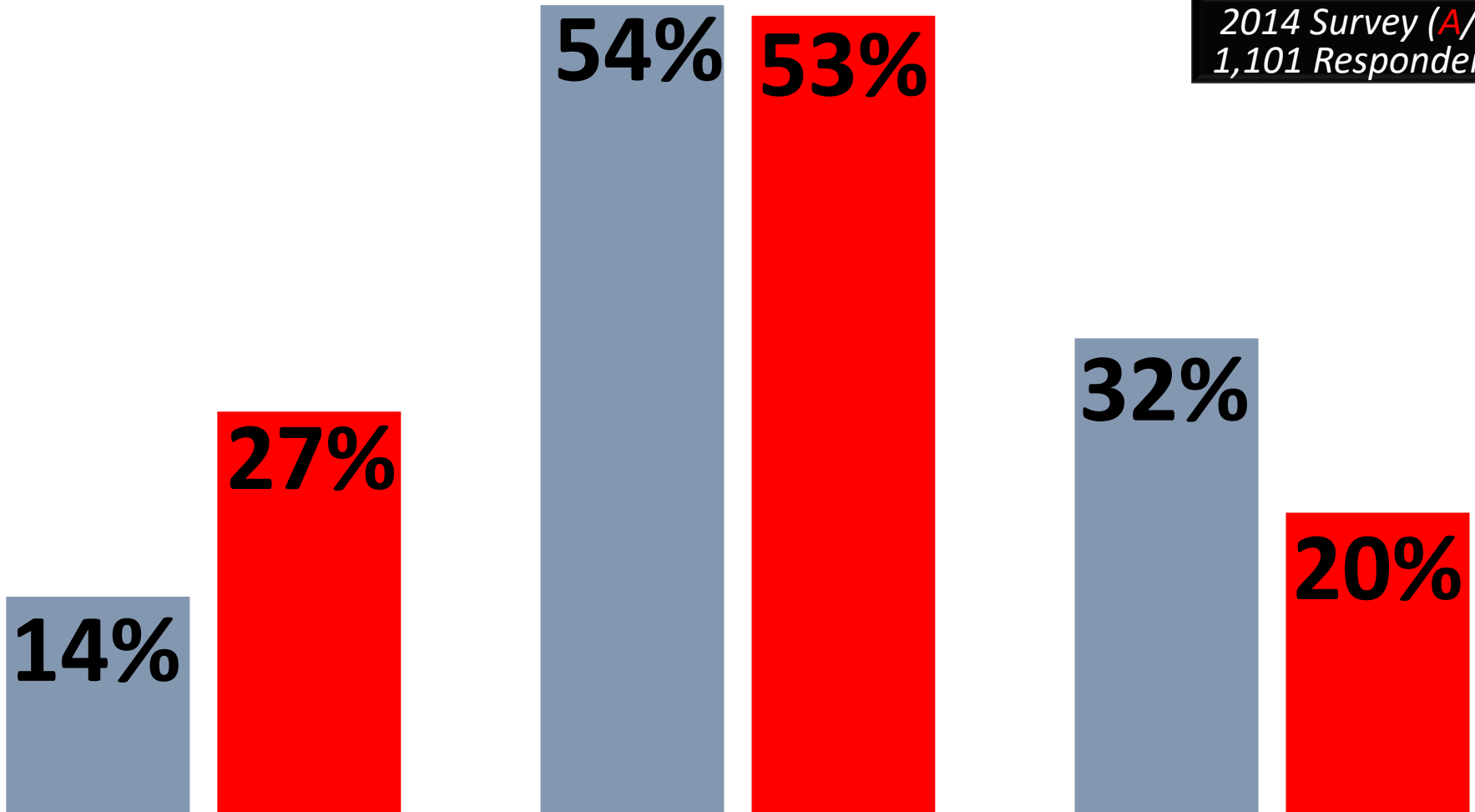
**■ Make a transfer of assets**

where you control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

**■ Make a gift**

where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

*2014 Survey (A/B)  
1,101 Respondents*



**Interested now**

**Not now, but in future**

**Will never be interested**



# Describing a CGA



## Make a gift

and in exchange receive a guaranteed lifetime income from the charity.

Enter into a contract with a charity where you transfer your cash or property

and in exchange receive a guaranteed lifetime income from the charity.

**Does it make much difference?**

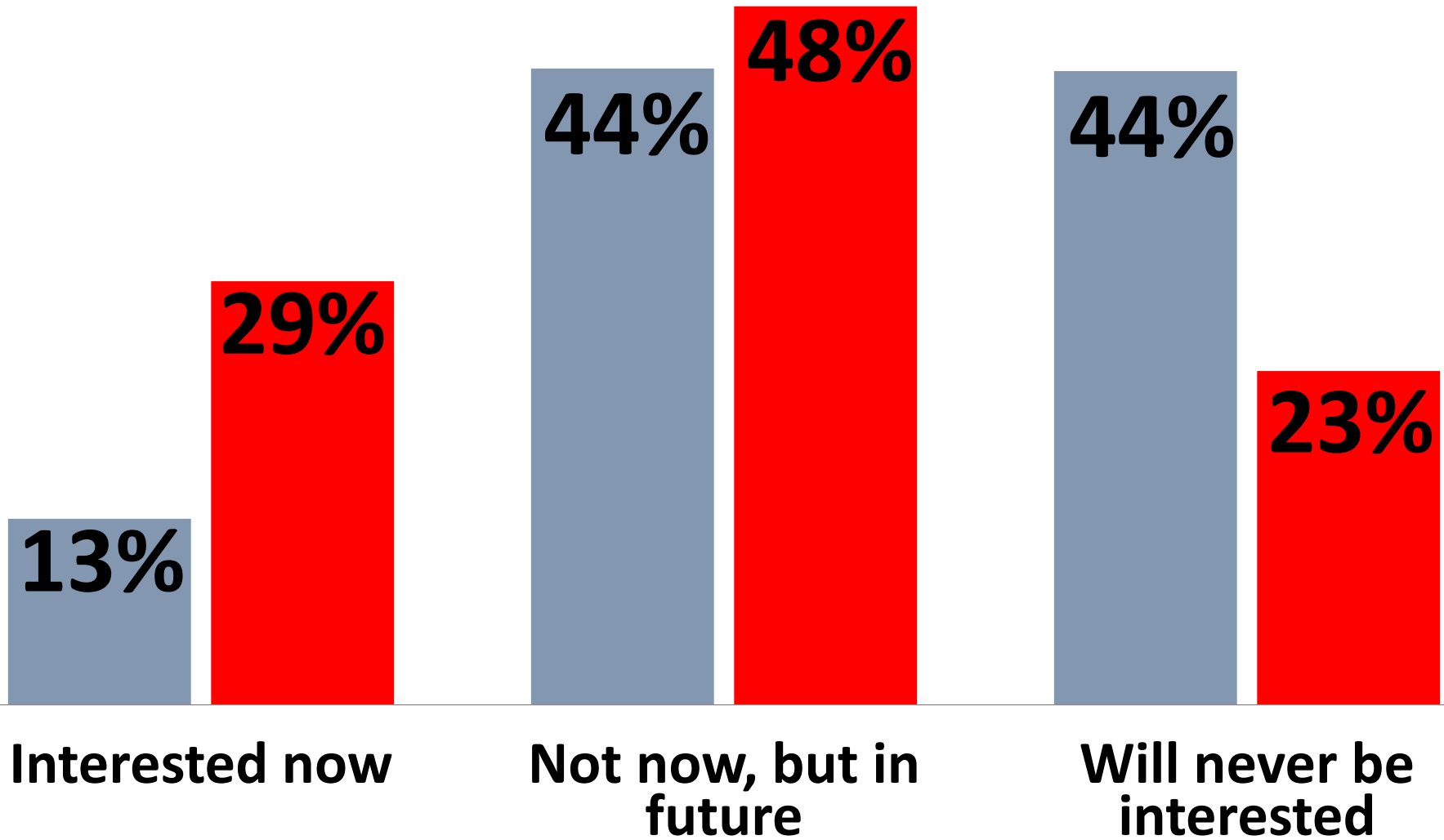
# ■ Contract

Enter into a contract with a charity where you transfer your cash or property and in exchange receive a guaranteed lifetime income from the charity

# ■ Gift

Make a gift and in exchange receive a guaranteed lifetime income from the charity

2014 Survey (A/B)  
1,101 Respondents



# Formal terms lower charitable interest

2014 Survey, 1,417 Respondents, Group F/G

**Interested  
Now**

**36%**

Get an immediate tax deduction and still receive income from your investments for the rest of your life by making a gift where you control the investment of the assets, but anything left over goes to charity at your death.

**Will Never  
Be  
Interested**

**14%**

**22%**

Get an immediate tax deduction and still receive income from your investments for the rest of your life by making a gift

**using a “Charitable  
Remainder Trust”**

where you control the investment of the assets, but anything left over goes to charity at your death.

**23%**

# Formal terms lower charitable interest

2014 Survey, 1,418 Respondents, Group F/G

Interested  
Now

**50%**

Receive a tax deduction and make a gift that pays you income for life

**23%**

Receive a tax deduction and make a gift that pays you income for life  
called a “Charitable  
Gift Annuity”

Will Never  
Be  
Interested

**8%**

**19%**



# Formal terms lower charitable interest

2014 Survey, 1,422 Respondents, Group F/G

**Interested  
Now**

**26%**

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property, but keeping the right to use it for the rest of your life.

**15%**

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property, **using a “Remainder Interest Deed”** but keeping the right to use it for the rest of your life.

**Will Never  
Be  
Interested**

**23%**

**30%**

**What is the best “front door” phrase to get people to read about planned giving information?**

**They have to be interested in finding out more**



**Suppose you are viewing the website of a charity representing a cause that is important in your life. In addition to a “Donate Now” button, the following buttons appear on the website. Please rate your level of interest in clicking on the button to read the corresponding information.**

I am  
definitely  
interested

3%

**Gift planning**

4%

**Planned giving**

7%

**Giving now & later**

16%

**Other ways to give**

20%

**Other ways to give smarter**

23%

**Other ways to give cheaper,  
easier, and smarter**

**What is the best “front door” phrase to get people to read about planned giving information?**

**Which of the following types of information would you expect when clicking on the button labeled**  
" \_\_\_\_\_ "

**They have to expect to see planned giving information (i.e., not “bait and switch”)**



# 12 types of planned giving information

1. make a gift of stocks
2. make a gift of bonds
3. make a gift of real estate
4. make a gift in your will
5. make a gift in your living trust
6. make a gift by naming a charity as death beneficiary of your life insurance policy
7. make a gift by naming a charity as death beneficiary of your IRA or retirement account
8. make a gift by naming a charity as death beneficiary of your bank account
9. make a gift and, in return, receive lifetime income from the charity
10. avoid capital gains taxes by making charitable gifts
11. avoid estate taxes by making charitable gifts
12. avoid income taxes by making charitable gifts

Which of the following types of information would you expect when clicking on the button labeled "\_\_\_\_\_"? How to...

# Combined Results

12 types of PG  
info average

I am definitely  
interested

I definitely  
expected this

3%	<b>Gift planning</b>	20%
4%	<b>Planned giving</b>	12%
7%	<b>Giving now &amp; later</b>	7%
16%	<b>Other ways to give</b>	15%
20%	<b>Other ways to give smarter</b>	19%
23%	<b>Other ways to give cheaper, easier, and smarter</b>	12%

How should you say that you want to share information about making a gift in a will?



I might be/  
am definitely  
interested

**26%**      **Gifts in wills**

**26%**      **Gifts in a will**

**27%**      **Tax tips for gifts in a will**

**27%**      **How to make gifts in a will**

**28%**      **Gifts in your will**

**28%**      **Will planning**

**18%**      **Bequest gifts**



**What about  
broader estate  
planning  
terms?**



I might be/  
am definitely  
interested

<b>28%</b>	<b>Will planning</b>
<b>18%</b>	<b>Legacy planning</b>
<b>18%</b>	<b>Legacy giving</b>
<b>17%</b>	<b>Planning with trusts &amp; estates</b>
<b>16%</b>	<b>Estate planning</b>
<b>14%</b>	<b>Estate giving</b>

**Instead of a broad estate planning term, what about a long list of several terms?**



I might be/  
am definitely  
interested

**26%**      **Gifts in wills**

**25%**      **Gifts in wills, trusts, or  
retirement accounts**

**24%**      **Gifts in wills, trusts, retirement  
accounts, or life insurance**

**23%**      **Gifts in wills & trusts**

# **Do people expect to see a broad range of estate planning information?**

- 1. How to make a gift in your will**
- 2. How to make a gift in your living trust**
- 3. How to make a gift by naming a charity as death beneficiary of your life insurance policy**
- 4. How to make a gift by naming a charity as death beneficiary of your IRA or retirement account**
- 5. How to make a gift by naming a charity as death beneficiary of your bank account**

<b>Gifts in wills</b>	Estate Planning	<b>Gifts in wills, trusts, retirement accounts or life insurance</b>	<i>I definitely/ guess I expected this</i>
<b>82%</b>	<b>64%</b>	<b>80%</b>	1. Make a gift in your will
<b>49%</b>	<b>53%</b>	<b>76%</b>	2. Make a gift in your living trust
<b>51%</b>	<b>48%</b>	<b>63%</b>	3. Make a gift by naming a charity as death beneficiary of your life insurance policy
<b>48%</b>	<b>46%</b>	<b>59%</b>	4. Make a gift by naming a charity as death beneficiary of your IRA or retirement account
<b>52%</b>	<b>46%</b>	<b>50%</b>	5. Make a gift by naming a charity as death beneficiary of your bank account

**26%**

**16%**

**24%**

*I might be/am definitely interested*

**Gifts in wills**

**Estate Planning**

**Gifts in wills, trusts, retirement accounts or life insurance**

**82%**

**64%**

**80%**

1. Make a gift in your will
2. Make a gift in your living trust

**49%**

**53%**

**76%**

3. Make a gift by naming a charity as death beneficiary of your life insurance policy

**51%**

**48%**

**63%**

4. Make a gift by naming a charity as death beneficiary of your IRA or retirement account

**48%**

**46%**

**59%**

5. Make a gift by naming a charity as death beneficiary of your bank account

**52%**

**46%**

**50%**

**Do we communicate with  
donor language or insider  
language?**





# Don't count it and forget it

1. If you want a larger audience, don't lead with death
2. Emphasize lasting social impact
3. Present a social norm default (*people like me do things like this*)
4. Advance the donor life story
5. Encourage tribute gifts in wills
6. Use family words not formal words
7. Don't count it and forget it
8. Don't go radio silent at the critical moment
9. Target the 3 C's (childlessness, consistency, capacity)
10. Go see people

Small one-time  
snapshots in life



Old  
data

Post-mortem for  
some estates



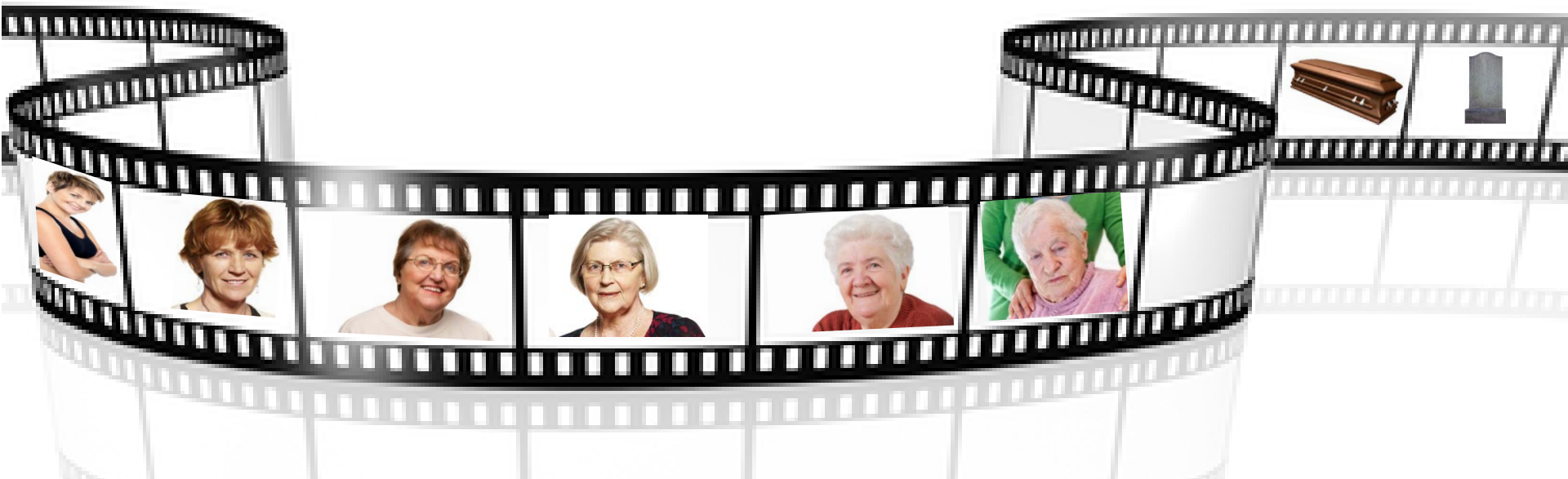
New data



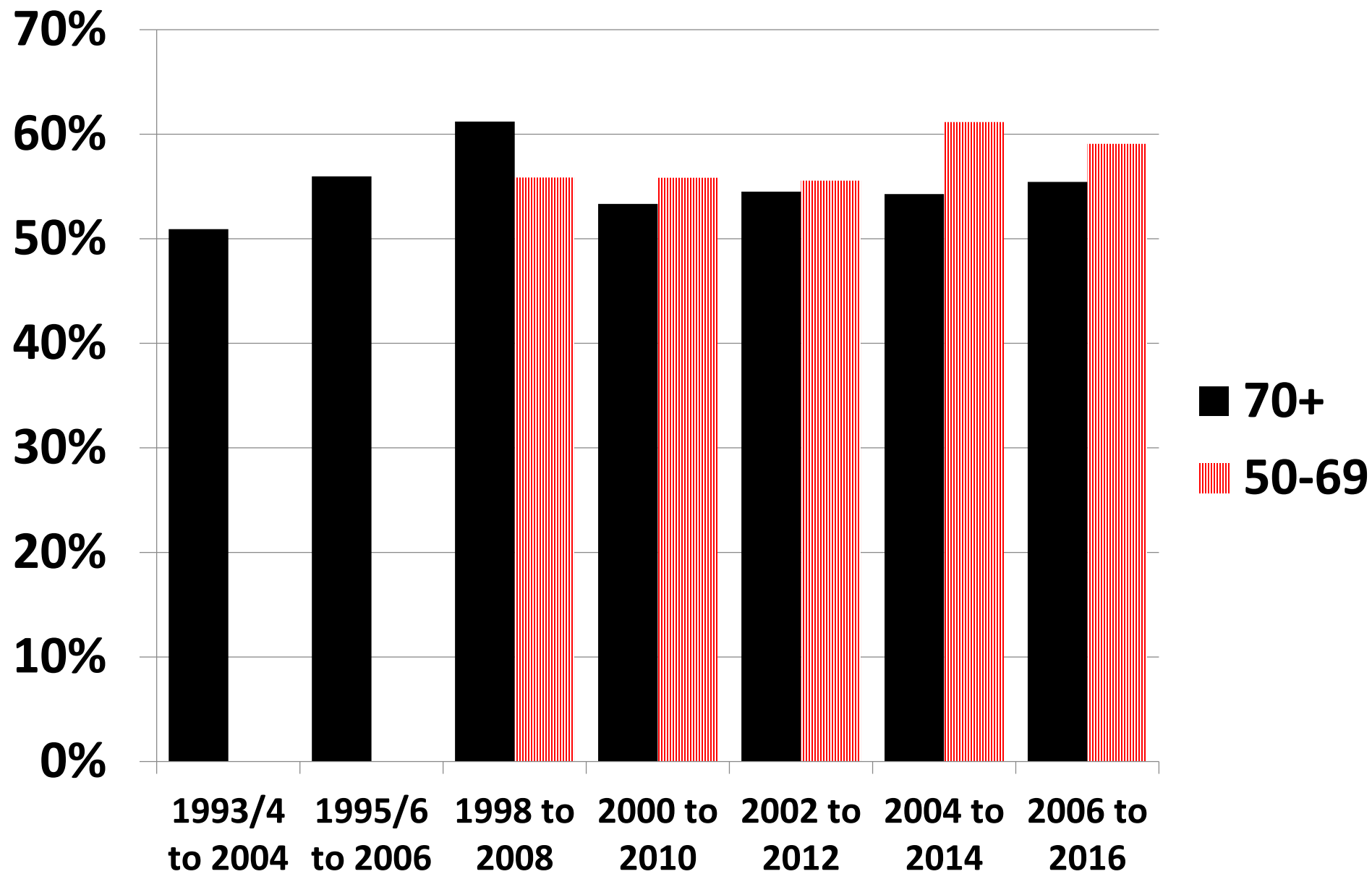
**The entire “lifetime” movie**  
(tracking same people from mid-life to post-mortem)

# The entire “lifetime” movie

- Matches sequence of lifetime responses with post-mortem distributions for over 12,000 decedents
- Identifies timing of plan changes
- Large, federally-funded, longitudinal, in-person, well-compensated, nationally representative, study on health and retirement issues

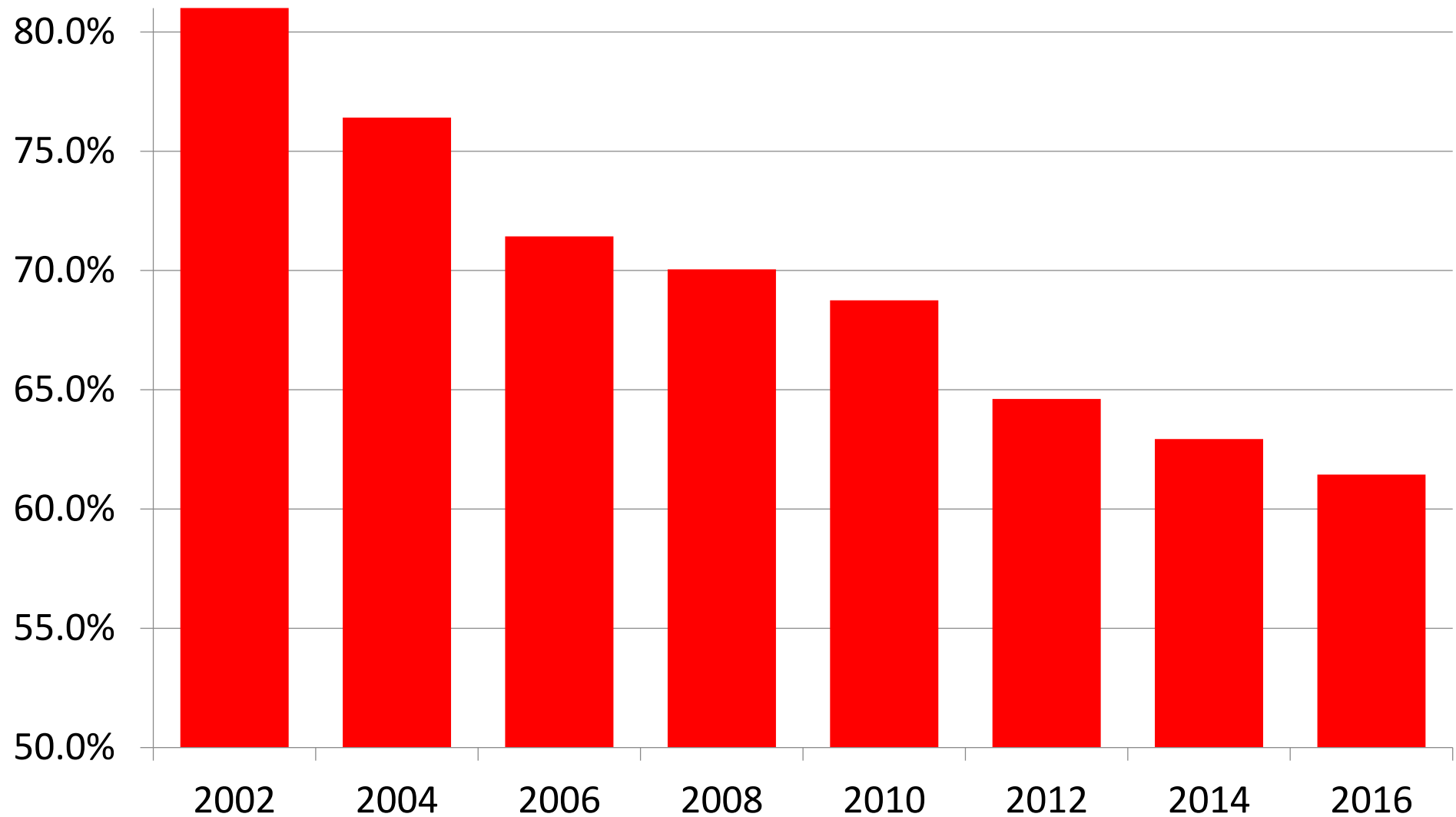


# 10-Year Retention of Charitable Estate Component



# Charitable Plan Loss Trajectory

Among those still alive and answering the same question who reported having a charitable component in BOTH 1998 & 2000



**So where does  
“Once in, Always in” come from?**



# Plans destabilize as death nears

We can see this only in  
a **LIFETIME**  
survey



not in a  
**ONE TIME**  
survey



Practice suggestions

**What now?**





**“Count it and forget it”  
doesn’t work!**



A woman with long, dark, wavy hair and bangs, wearing a white button-down shirt, is looking towards the camera. She is holding a small green seedling with soil in her hands. The background is plain white.

# A bequest commitment is the beginning, not the end

Higher value  
in converting  
to irrevocable  
commitments:  
gift annuities,  
charitable  
remainder trusts,  
remainder interests  
is homes and farms.



Charitable  
plans signed  
earlier

**DO**

produce larger  
gifts,

**IF**

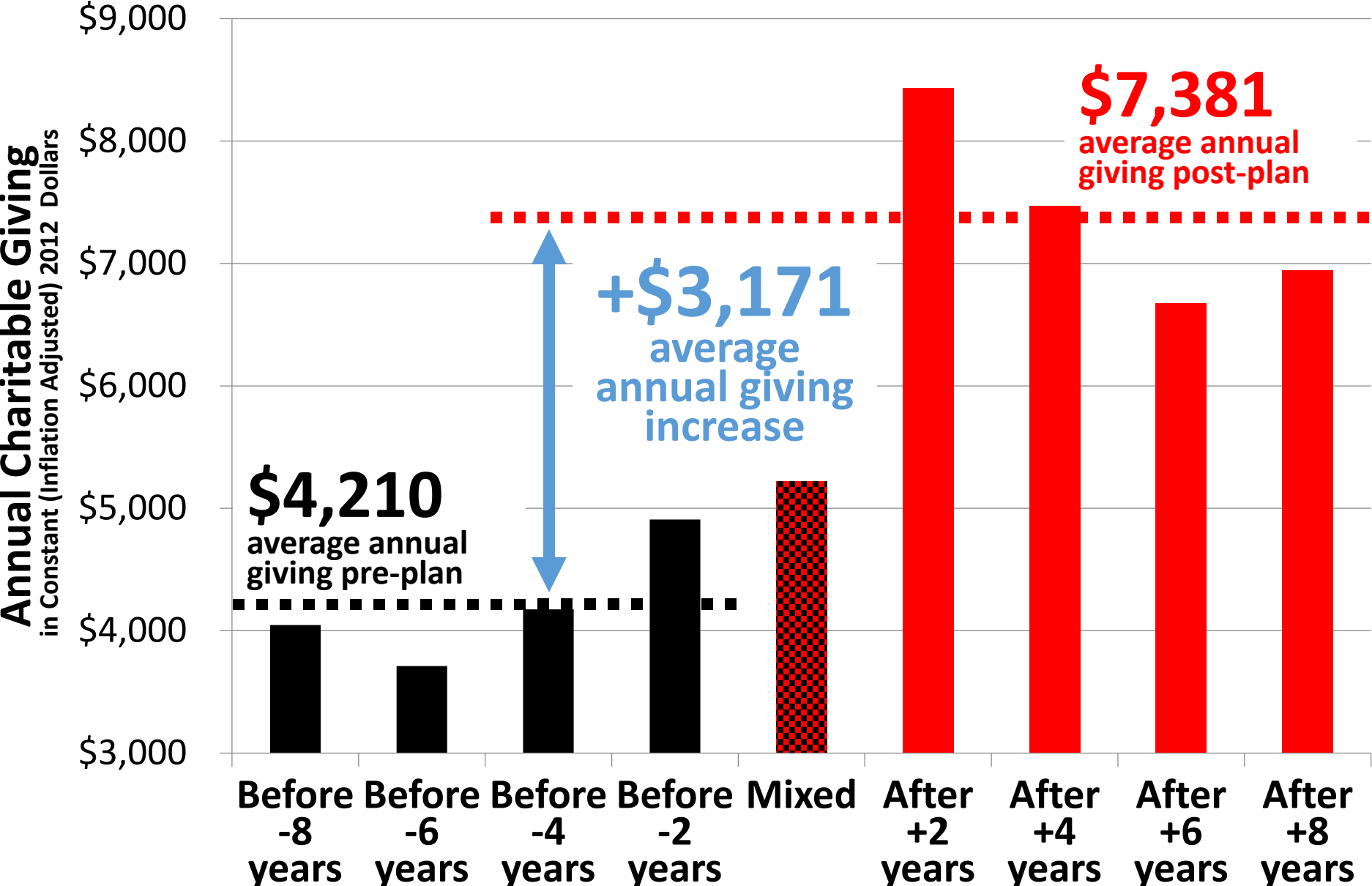
they stay in (or  
they return  
later)

Although most charitable plans were added within 5 years of death, **ONE** longer-term plan was worth almost **THREE** first made in the last two years.



# Giving Before and After Adding Charitable Beneficiary to Estate Plan

9,439 observations from a nationally representative longitudinal study



# Don't go radio silent at the critical moment

1. If you want a larger audience, don't lead with death
2. Emphasize lasting social impact
3. Present a social norm default (*people like me do things like this*)
4. Advance the donor life story
5. Encourage tribute gifts in wills
6. Use family words not formal words
7. Don't count it and forget it
8. Don't go radio silent at the critical moment
9. Target the 3 C's (childlessness, consistency, capacity)
10. Go see people

# When do plans change?





**Factors predicting when  
charitable plans are  
ADDED**



- 1. Approaching death (final pre-death survey)**
- 2. Becoming a widow/widower**
- 3. Diagnosed with cancer**
- 4. Decline in self-reported health**
- 5. Divorce**
- 6. Diagnosed with heart problems**
- 7. Diagnosed with a stroke**
- 8. First grandchild**
- 9. Increasing assets**
- 10. Increasing charitable giving**



1000

**Factors predicting when  
charitable plans are  
DROPPED**

- 1. Decline in self-reported health**
- 2. Approaching death (final pre-death survey)**
- 3. Becoming a widow/widower**
- 4. Divorce**
- 5. Diagnosed with cancer**
- 6. Diagnosed with heart problems**
- 7. Diagnosed with a stroke**
- 8. First grandchild**
- 9. First child**
- 10. Exiting homeownership**



# Plans destabilize when



## 1. Death feels near

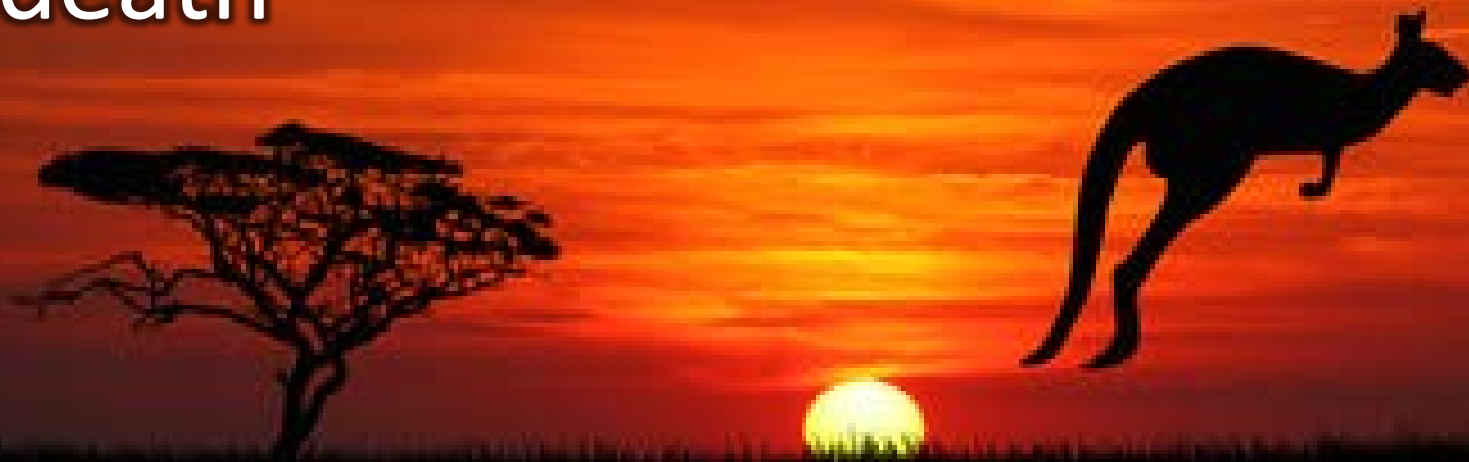
- *Final pre-death survey*
- *Decline in self-reported health*
- *Diagnosis with cancer*
- *Diagnosis with heart disease*
- *Diagnosis with stroke*
- *Becoming a widow or widower*

## 2. Family structure changes

- *Divorce*
- *First child*
- *First grandchild*
- *Becoming a widow or widower*

A 5% national sample of 2012 probate records in Australia showed an estimated

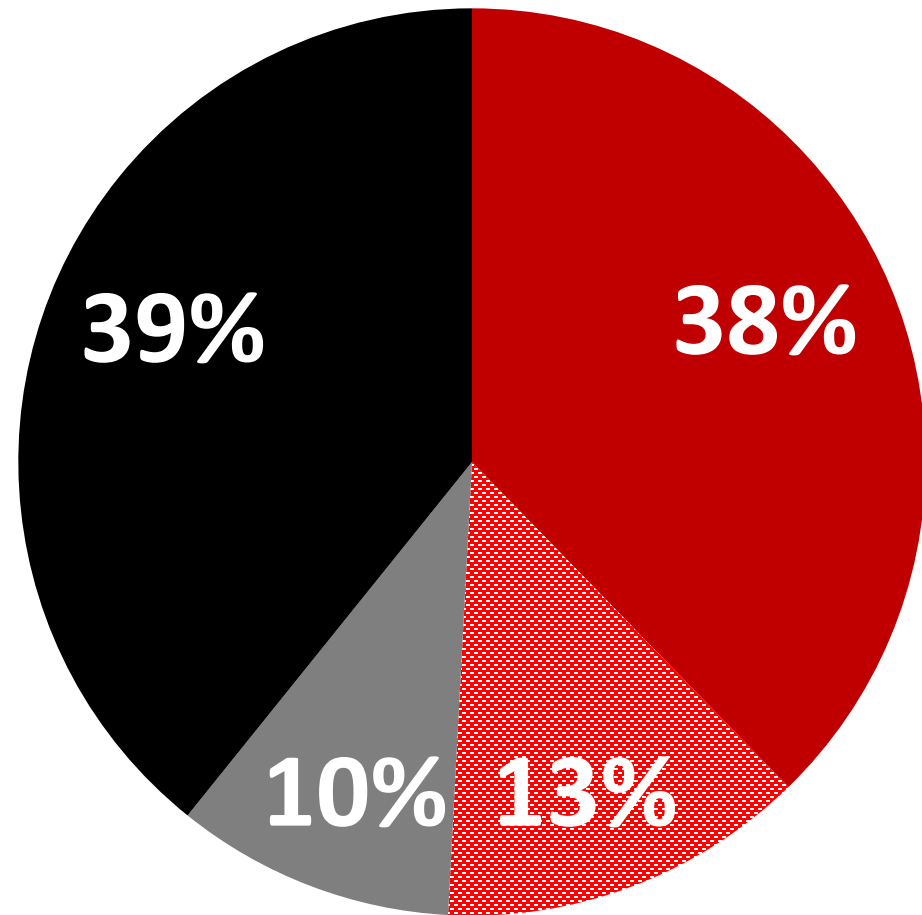
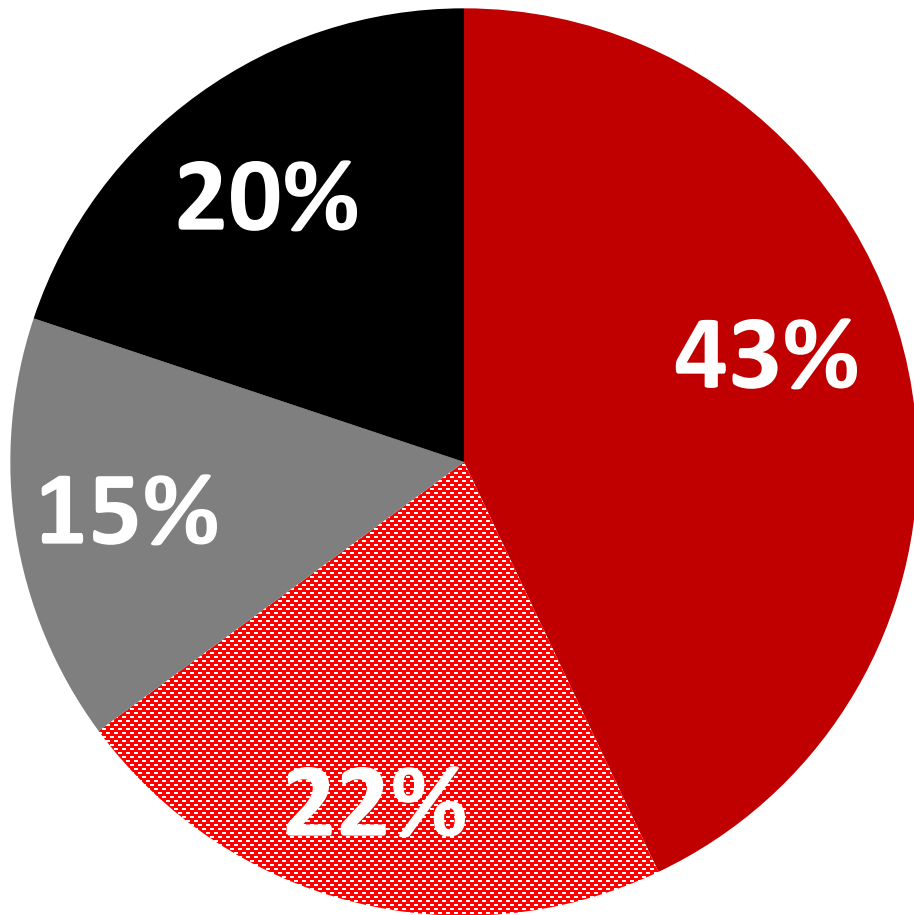
- 31% of charitable wills were signed within **2 years** of death
- 60% were signed within **5 years** of death



# Most realized charitable plans (in red) added within 5 years of death

Estates

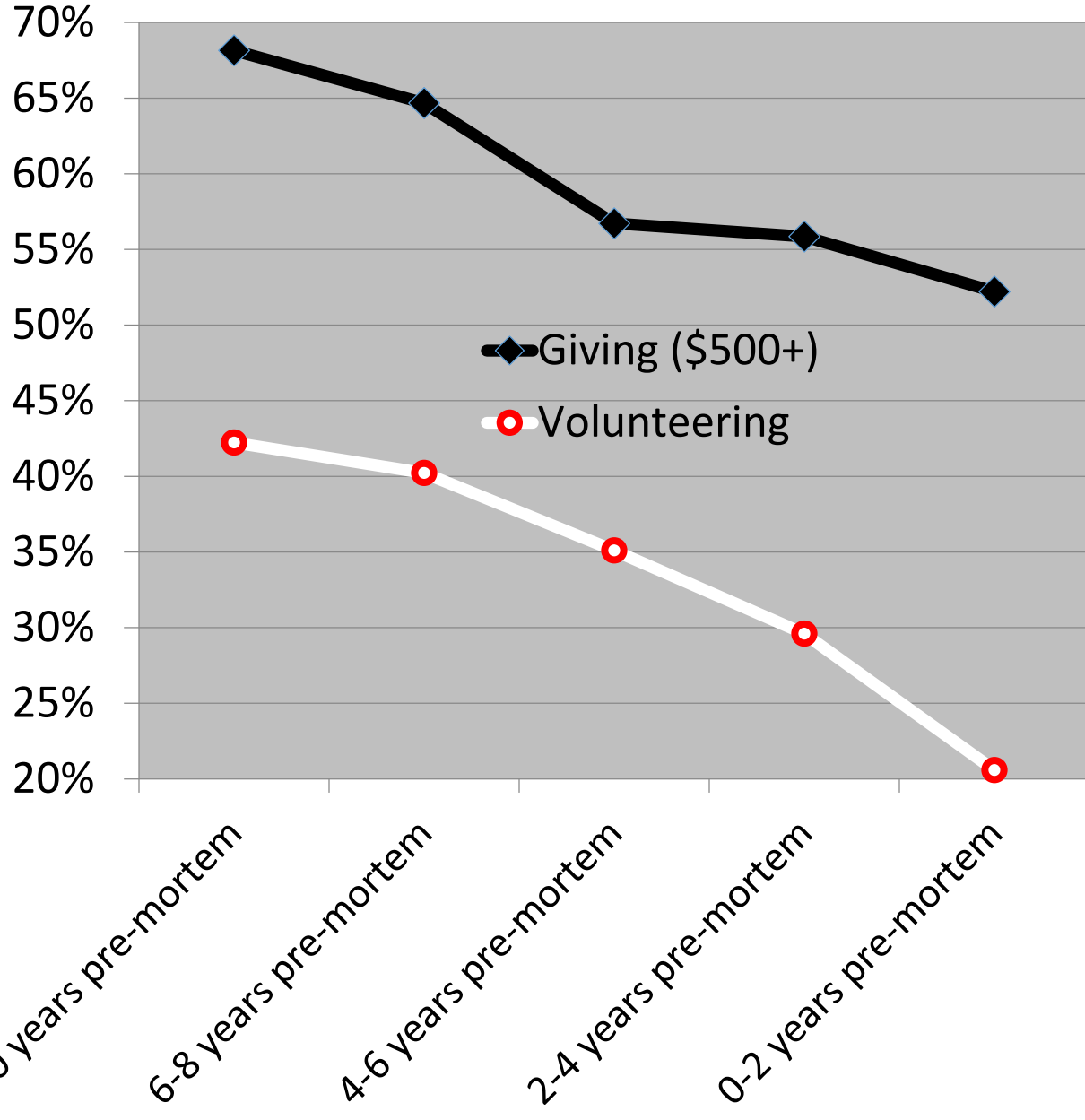
\$ Gifted



■ Last "no charity" 0-2 years pre-death ■ Last "no charity" 2-5 years pre-death  
■ Last "no charity" 5+ years pre-death ■ Always reported charity in plan

**Many charities go silent at the most important point of decision.**

## Lifetime Giving and Volunteering by Actual Estate Donors



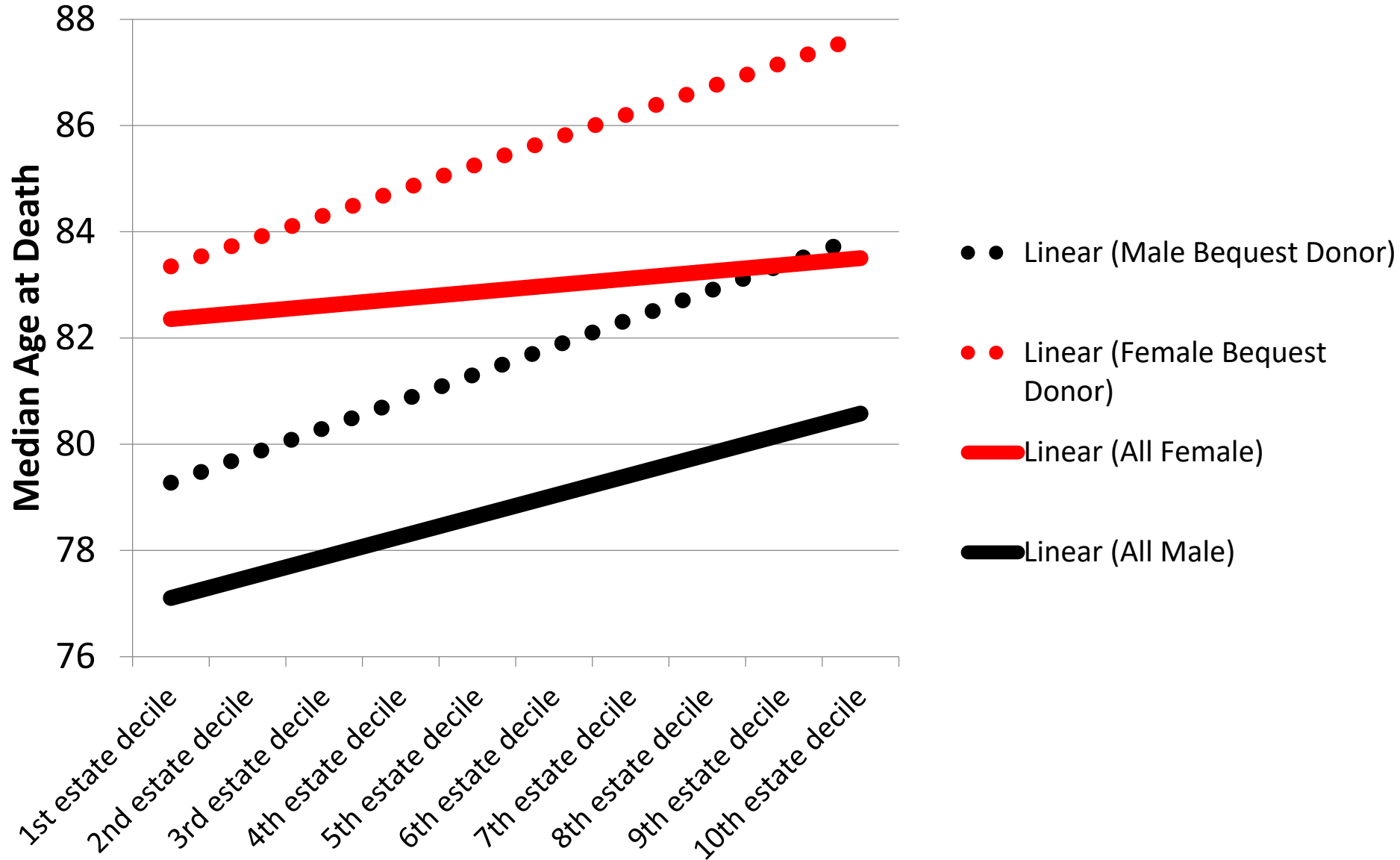
Don't  
ignore  
your  
*oldest*  
supporters





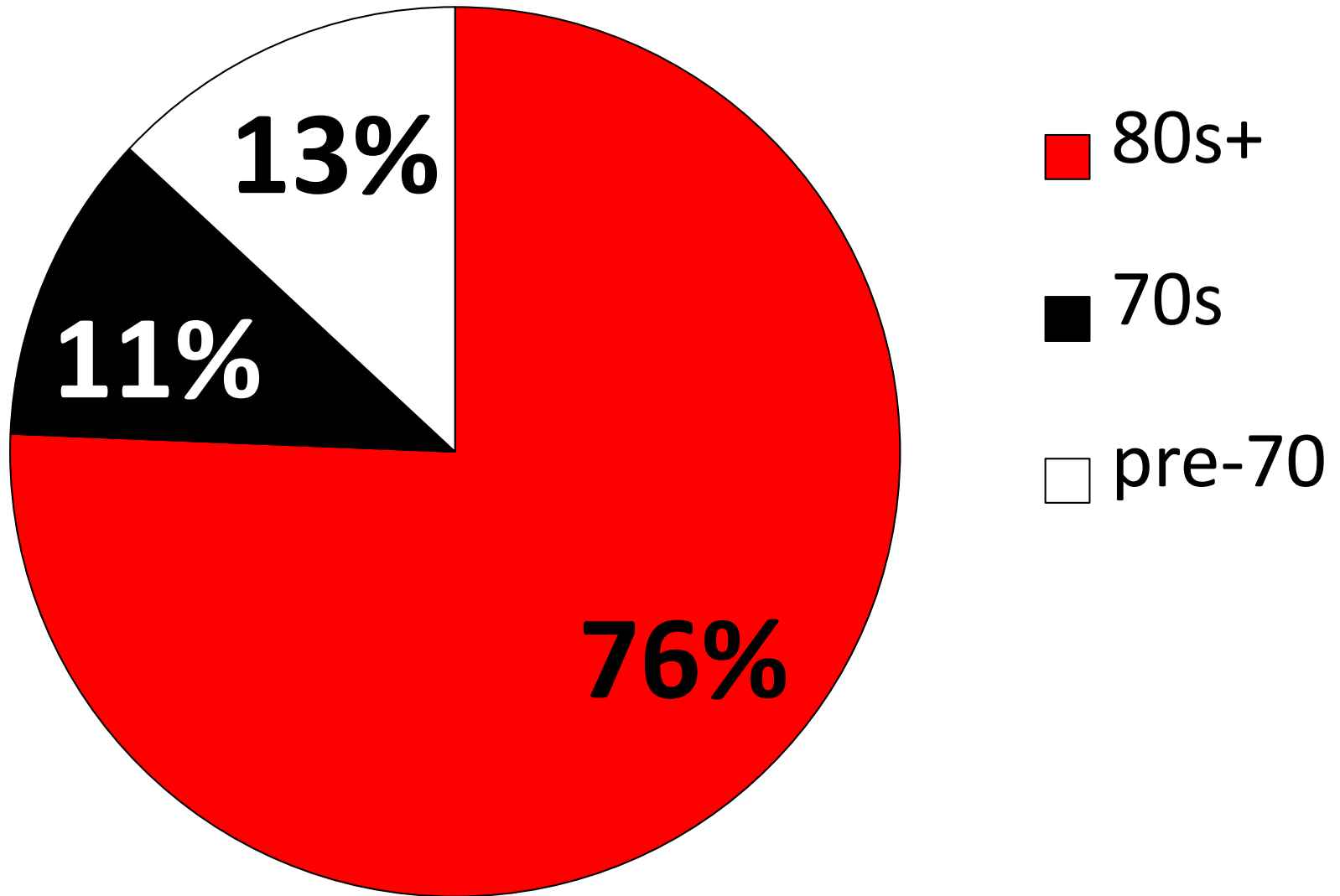
# Wealthy people die old.

## Wealthy bequest donors die even older.



# Age at Will Signing

(by share of total charitable bequest \$ transferred)



Half of all charitable bequest dollars came from decedents this age and older...



Current U.S. study  
(1992-2012):

**Age 85**

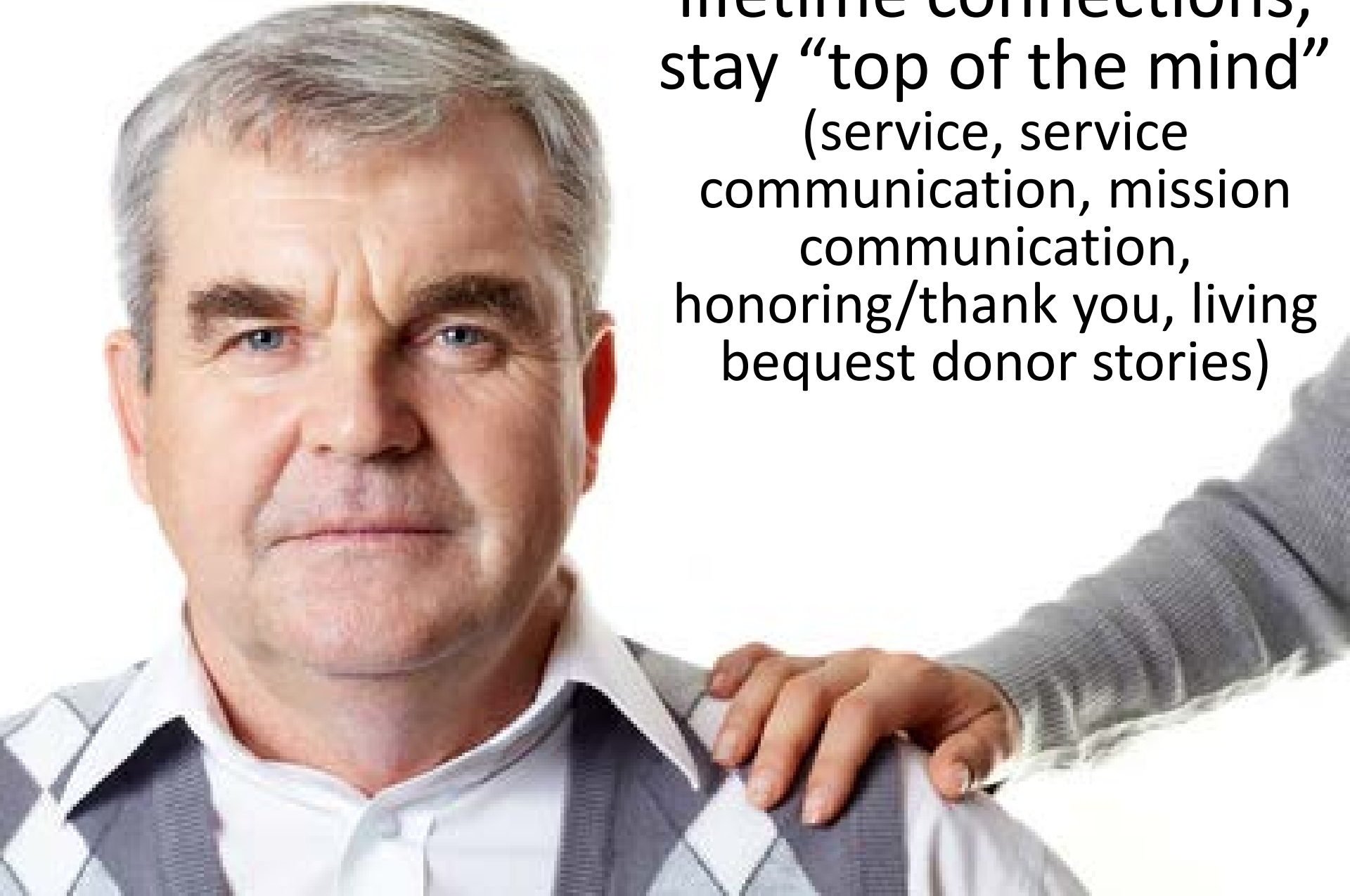
New Australian study  
(5% sample of national  
probate files 2010):

**Age 90**

Remember that most realized charitable bequests are added within 5 years of death

# Plans destabilize as death approaches





For those 75+ with  
lifetime connections,  
stay “top of the mind”  
(service, service  
communication, mission  
communication,  
honoring/thank you, living  
bequest donor stories)

# The score doesn't count until the clock runs out

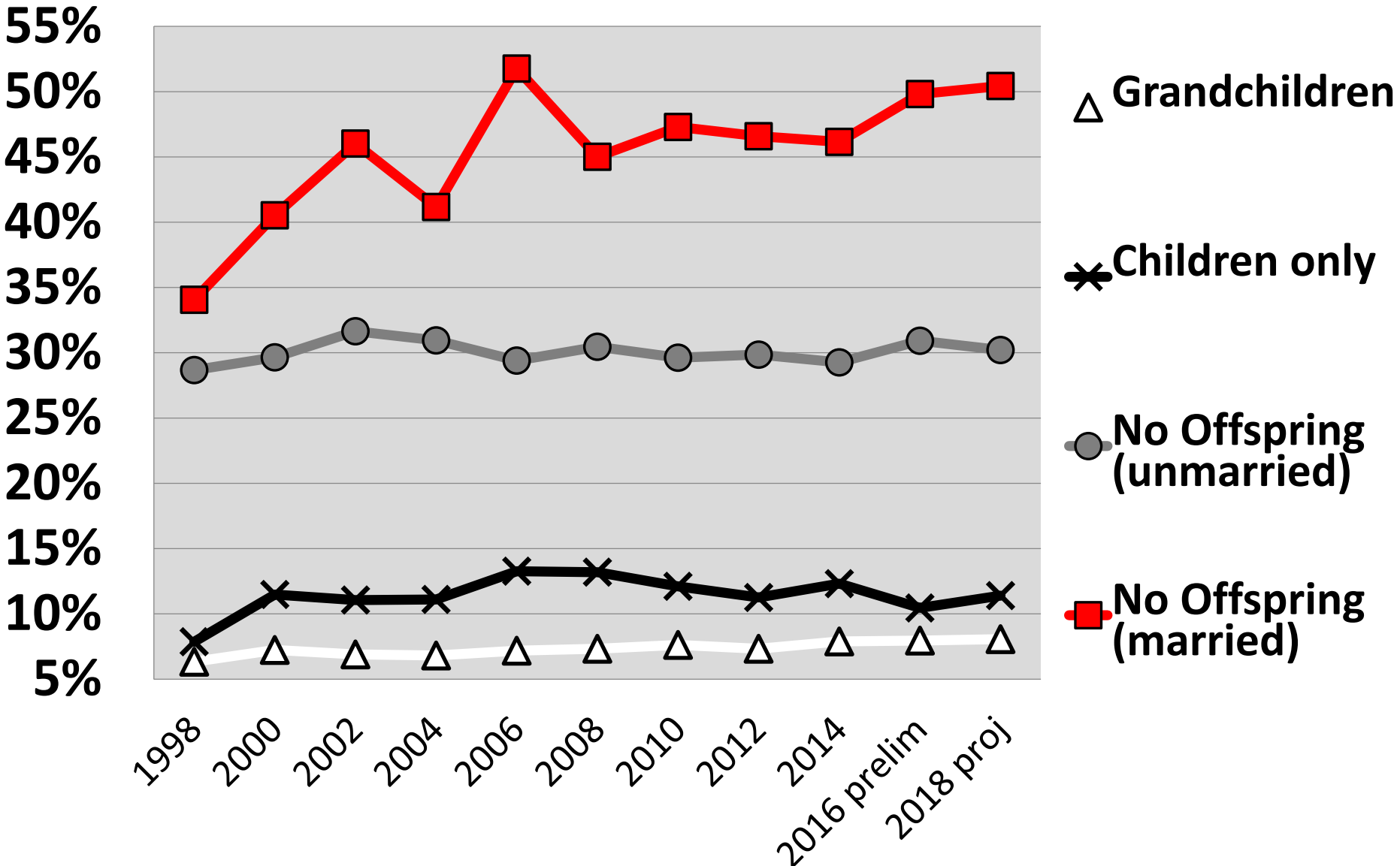


- Plans become unstable as death approaches
- Stay connected! Stay communicating!

# Target the 3 C's (childlessness, consistency, capacity)

1. If you want a larger audience, don't lead with death
2. Emphasize lasting social impact
3. Present a social norm default (*people like me do things like this*)
4. Advance the donor life story
5. Encourage tribute gifts in wills
6. Use family words not formal words
7. Don't count it and forget it
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10. Go see people

# Age 55+ charitable recipient among those with will/trust by family status





# Predicting who ACTUALLY leaves a charitable estate gift AT DEATH





**Lifetime predictors of a post-mortem bequest gift**

1. *% years giving*
2. *No offspring*
3. *Highest giving*
4. *% years reporting funded trust*
5. *Female*

6. *Last reported wealth*
7. *Not married*
8. *Last reported giving*
9. *Growing wealth*
10. *% years volunteering*



# Go see people

1. If you want a larger audience, don't lead with death
2. Emphasize lasting social impact
3. Present a social norm default (*people like me do things like this*)
4. Advance the donor life story
5. Encourage tribute gifts in wills
6. Use family words not formal words
7. Don't count it and forget it
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10. Go see people

# The Oblique Conversation

## 4 S

1. Story
2. Story
3. Story
4. Shut up

So, what's new at Texas Tech?

1. ... new coach ...
2. ... new building ...
3. Oh, and Mary Smith did a neat thing. Did you know Mary? She graduated two years before you... No? Well, Mary signed a new will that one day will endow a permanent scholarship for financial planning students.

