

Successful Legacy Marketing

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A Quick Straw Poll



% of People who Regularly
Support Charity?

74%

% of Wills that Include a
Charitable Bequest?

15%

Value of Legacy Market?

£1.9 billion!

Some Basic facts

- Trusts = £1.5 billion
- Corporate Partnerships = £700 million
- Typical cash legacy = £3-4,000
- Typical residual legacy = £35–50,000
- ROI varies between 36:1 and 50+:1

The 3 P's of Legacy Fundraising

- People
- Proposition
- Promotional channels

People

- Which groups can we reach?
- Who can the Breed Rescue Organisation reach? – Who loves you?
- How many are there? Add them up!

Tip – if you have had legacies before, who left them? What were they like?
Can you find more like them?

Proposition

- Must be inspirational, tangible and forward looking
- Think about donor motivations
- Write a short proposition for your charity – Why should I remember you?
- Feedback and critique
- Consider also a strap line to convey the message

Create a Vision!



Promotional Channels

- Brainstorm promotional opportunities
- Identify the channels available to your organisation
- Prioritise them (easiest/cheapest first)
- Value of the drip feed

Mind Your Language!

- ...and your tone
- Its good to talk!
- Gift in Will vs. Legacy or Bequest
- Consider... when time is right... etc.
- Sensitive, even Taboo subject



If you don't ask you don't get

Reasons a Bequest was made:

Communications from a charity	33.3%
I have used the service provided by the charity	20.5%
Advice or recommendation from a solicitor	4.8%
Advice or recommendation from a friend	3.0%
Advice or recommendation from a relative	3.0%

Remember to thank and steward as appropriate

Get Your Messaging Right!

- “Every Gift in every Will...”
- “Friends & Family first...”
- Be Honest, Open and Brave

Be inspiring – do your work and do it well. Leave the legal stuff to the experts!



Create a Culture

- Importance of Brand – Build long-term warm relationships
- Legacy Marketing is unique... but its not really...
- Dispel Myths
- Organisational Responsibility
- Not short term!!!
Manage expectations
- People also change their minds!



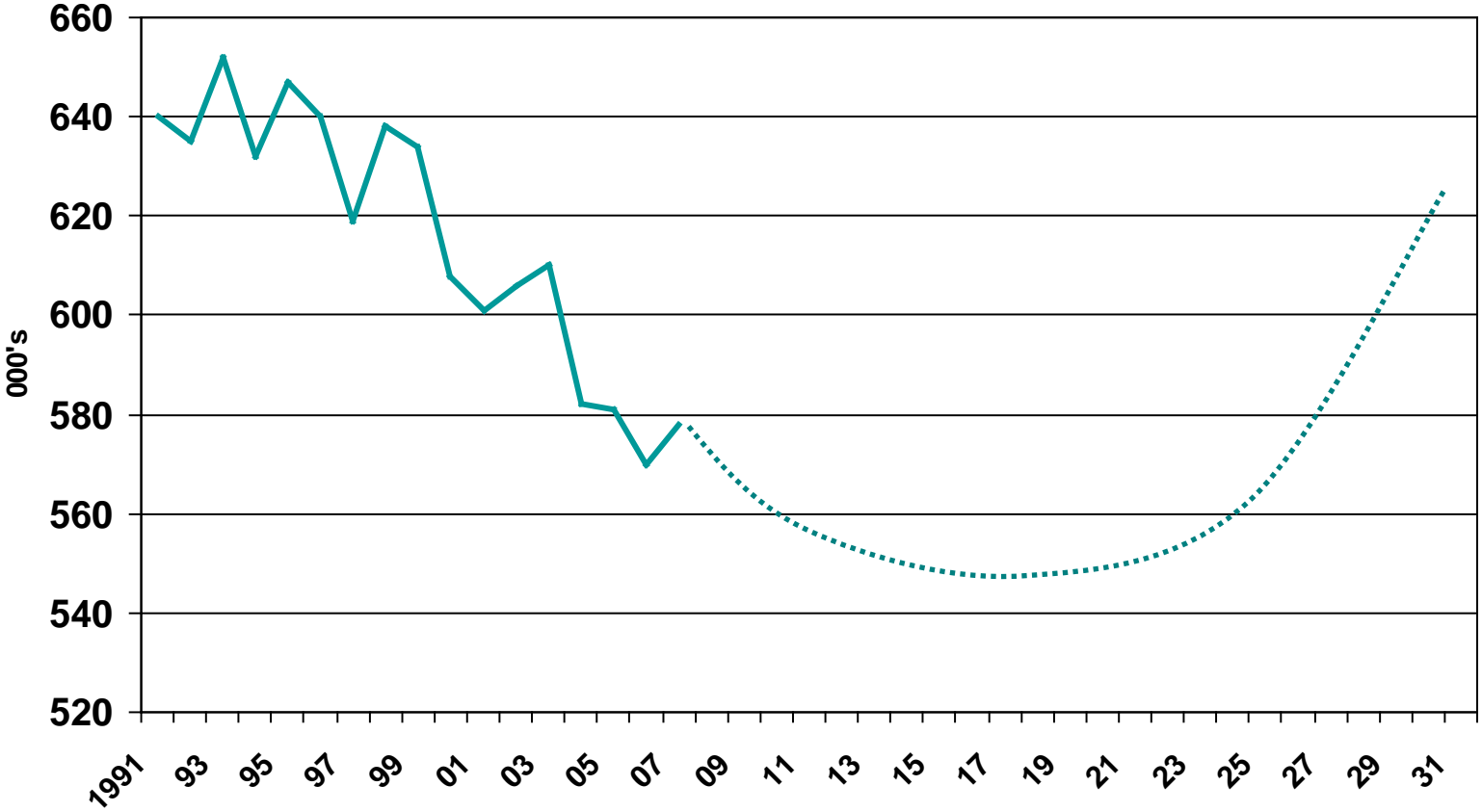
Factors that Motivate Pledgers

- The quality & nature of donor communications
- The charity's responsiveness to gifts
- Altruism or to say 'thank-you'
- The efficiency & effectiveness of the charity
- Empathy
- The charity's professionalism
- The desire to give something back in exchange for help provided to them or people they know
- The desire to relieve guilt or other negative feelings – or to disinherit family!
- Tax benefits!

Demographics

- Number of older people (65+) will double in 20 years
- Number of 85+ year olds will triple
- Number of 100+ from 6,100 to 96,000 in 40 years
- Longevity threatens future wealth
- Security of families threaten legacies
- Care home costs = £130 billion/year

Let's Not Forget the Death Rate



Source: ONS, Government's Actuary department

Common Factors

- All charities need a legacy vision to make the use of legacies tangible, fundable, believable, and credible
- The need for legacies must be fully integrated into ALL communications and fundraising. It's what you do specifically that is different for each cause/charity
- There must be sensitive response mechanisms which are not intrusive

A beekeeper wearing a light-colored cap and safety glasses is holding a wooden frame filled with a large number of bees. The frame is held up in front of a clear blue sky. The beekeeper is using a wooden tool to lift the frame. The bees are densely packed on the honeycomb structure of the frame.

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