



Chester County Community Foundation

Marketing Planned Giving: Practical Best Practices

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Getting to Know You



Getting to hope you like me

- Montgomery County native
- UD '86/WSSW '89
- Jewish Federation of Greater Philadelphia
- Consultant 1999
- Bloom Consulting 2003/Bloom Metz 2009
- Fundraising, Strategic Planning, Marketing, Leadership Development
- Personal

...and me!

- Los Angeles native
- UCLA '88
- Active volunteer in many non-profits
- Marketing professional for over 25 years
- Over 20 years in for-profit corporate world
- Associate and VP for Bloom Metz since 2008

Getting to know you: Your Turn

- Professional experience
- Planned giving experience
- Planned giving comfort level
- Anything else

Why Planned Giving?

- Annual gifts are down
- Your best prospects are hearing about planned giving down the street
- 80% of all planned gifts are ones anyone can afford
- Less than 5% of this nation's wealth is in cash
...planned giving gives you access to the other 95%

What do we mean Planned Giving?

- Bequests
- Gift Annuities
- Gifts of Real Estate or Stock
- Charitable Lead Trust
- Charitable Remainder Trust
- Charitable Remainder Annuity Trust
- Charitable Remainder Unitrust
- And many others

Marketing Planned Giving

Marketing is the process by which an organization creates interest in its goods and services.

Planned Giving is not just about setting up giving vehicles, it needs to be sold!

Challenges

When you market planned gifts, you're trying to persuade people to do something most of them don't even want to think about – permanently transferring assets away from their or their families control – even “remember us in your will” will bog them down in thoughts of death.

Where to start?

- Get buy in from the board
- Establish a budget
- Identify a point person
- Begin to create a culture – establish a program
- Prospecting for low-hanging fruit
- Focus on early champions
- Approach with discipline

The Discipline – first steps

- Understand the vehicles and prepare a simple piece explaining them
- Start out slowly with existing publications, direct appeal, web site and special events
- List a single person as contact person
- Honor long-standing donors
- Feature linked giving opportunities on website with types of gifts, minimum level of each and benefits (not features)
- Once existing materials are covered, move to newly created material

What does NOT work!

- Electronic Cards and emails – okay for birthdays but not for planned giving. Recipients know it is impersonal and generic.
- Website and pages with too much text.
- Screening prospects based on age and wealth only.
- A single mailing.

What DOES work!

Think Strategically!

- Blend of print and very few electronic media
- Use cards, letters, ads and the phone
- Leadership by example - “Join us”
- Face to face visits
- Use one person or just a few to make all the contact
- Have a well crafted “elevator speech”
- Select prospects based on loyalty, not simply age and wealth

Features vs. Benefits

Features-driven:

“When you die, your insurance pays us”

Benefits-driven:

“You can impact future generations”

- Features mention death and slow-down the sales process.
- Benefits promote immortality and encourage participation.
- They'd rather think about anything else than dying and planned giving, but enjoy thinking about immortality and ways to achieve it!

Simple Sample Plan!

- Train leadership and board in “elevator speech”
- Customize Planned Giving portion of website—don’t make it simply a passive “reading room”
- Establish monthly column in existing newsletter featuring different BENEFIT each issue.
- Mail personalized letter highlighting BENEFITS. Mail this same letter 3-4 times in a year
- Mail a series of compelling postcards versus a newsletter
- Develop a series of display ads to run in publications most likely read by your audience.
- Feature one person to contact, phone number, email and web address.

About Bloom Metz Consulting

- Seasoned professionals
- Passionate about our work
- Personally involved as volunteers also
- Consider development an “art and science”
- Team management



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