

WILLS THAT WON'T

NEW DATA

**ON CHARITABLE PLANNING
AND DISTRIBUTIONS**

1992-2012

market  smart

www.imarketsmart.com



Greg WARNER

President

We are very pleased to share Dr. Russell James' findings from his revolutionary research on the evolution of American charitable estate planning and the key factors that are driving the trends.

After analyzing data from a 20-year federally funded, in-person, nationally representative study, Dr. James discovered the factors influencing the propensity to add and drop charity bequests, as well as developed strategies to ensure charities retain the largest amounts of bequests.

The Dr. James' findings are especially significant, since they are based on the first of a kind study that allowed the researchers to collect multiple data points for each individual, providing much more thorough findings than ever before.

This eBook will give you a brief overview of the research methodology, as well as present several key findings and strategies for success. Enjoy!

Greg Warner
CEO
MarketSmart

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Available on Amazon.com

American Charitable Bequest Demographics: (1992-2012)

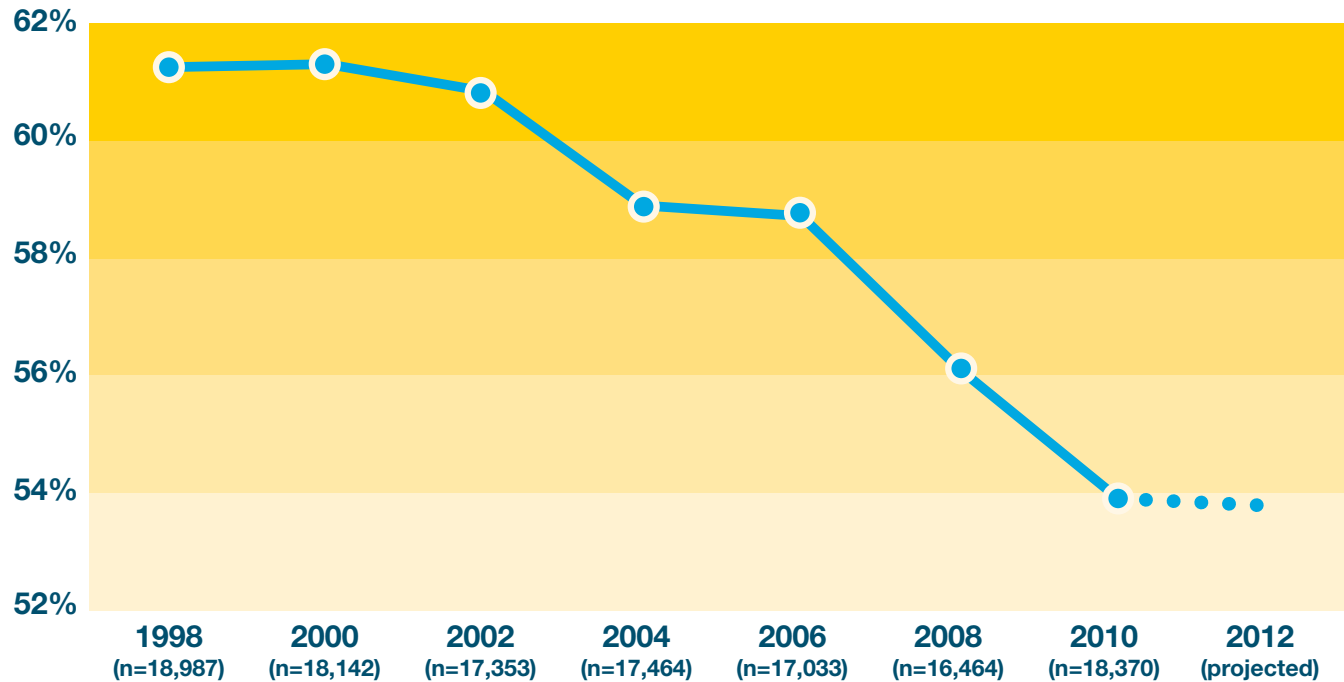
An extensive review of the changing nature of American charitable estate planning with over 50 charts and graphs illustrating key data and findings.

by Dr. Russell James III
(Author)
Paperback
April 27, 2013



HAVE YOU FELT IT YET?

THE PERCENTAGE OF U.S. POPULATION WITH **WILLS AND TRUSTS IS DECLINING, FAST**, SO CHANCES ARE YOUR ORGANIZATION WILL BE FEELING THOSE EFFECTS **SOON**

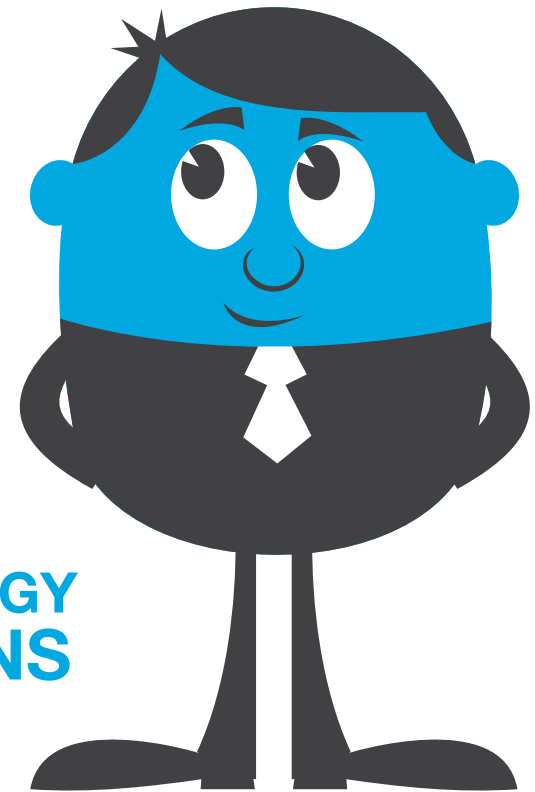


IS ALL HOPE LOST?

NO!

As a smart marketer you know that an effective strategy and smart decisions result in higher donations even in the toughest of times.

**BUT TO DEVELOP A SMART STRATEGY
AND MAKE SMART DECISIONS
YOU NEED SMART DATA**



HOW IS THIS NEW DATA SMART?

OLD DATA LETS YOU SEE
A SNAPSHOT IN TIME

one-time self reports or post-mortems for largest estates



NEW DATA PROVIDES YOU WITH A TREND OF LIFETIME
RESPONSES, SO YOU CAN SEE THE WHOLE PICTURE

matched sequences of lifetime responses and post-mortem distributions



KEY POINTS

1 PEOPLE INCREASINGLY WANT TO INCLUDE CHARITIES AS A BENEFICIARY

8.3%

1998

10+%

2012

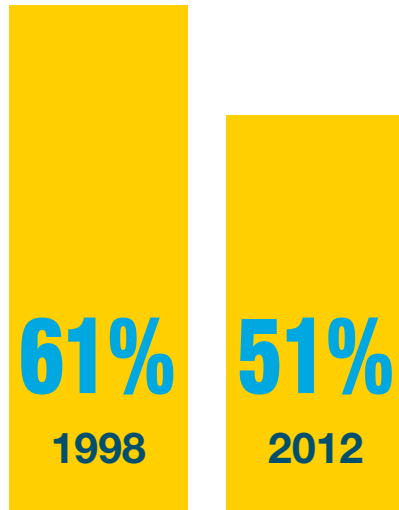
U.S. population aged 55 and over with a will or trust including a charity as a benefactor

KEY POINTS

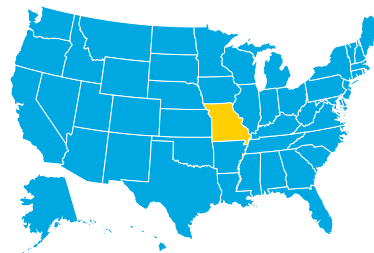
2 WILLS ARE GOING DOWN AND TRUSTS ARE GOING UP

WHY?

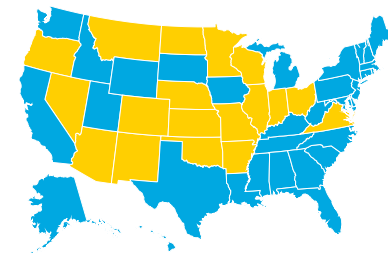
NON-PROBATE TRANSFER TITLES
EVEN FOR REAL ESTATE



U.S. population aged 55 and over
with a will



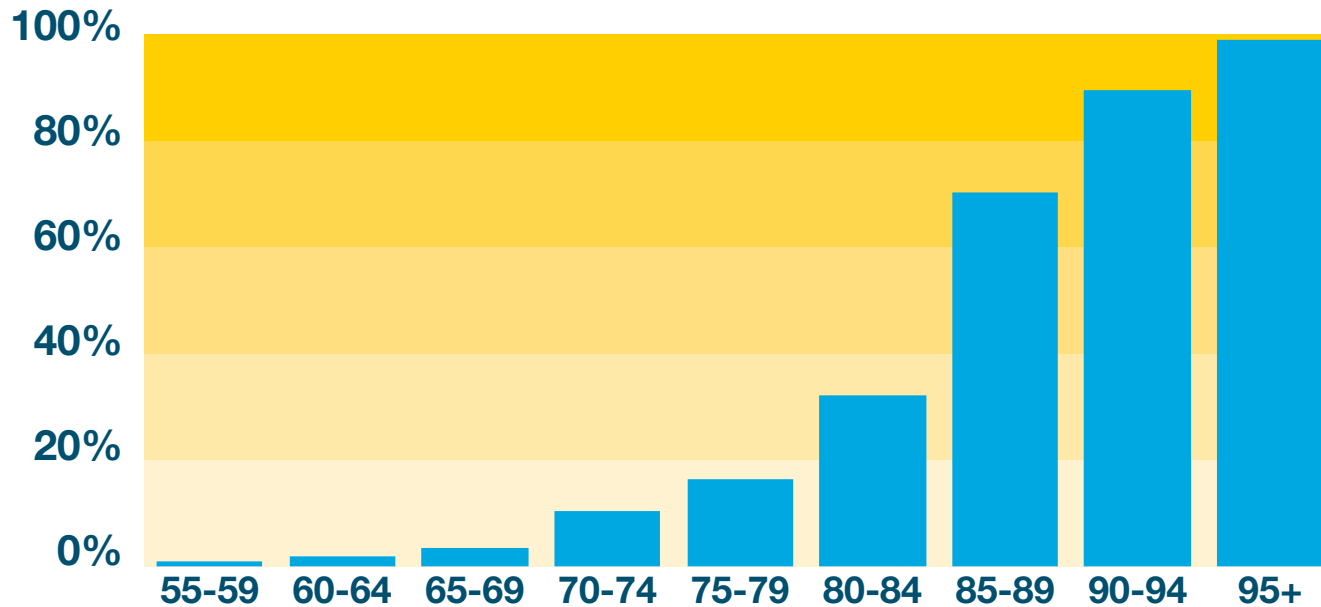
1995



2013

KEY POINTS

3 **OVER 80%**
OF CHARITABLE BEQUEST DOLLARS
COME FROM DECEDENTS **AGED 80+**

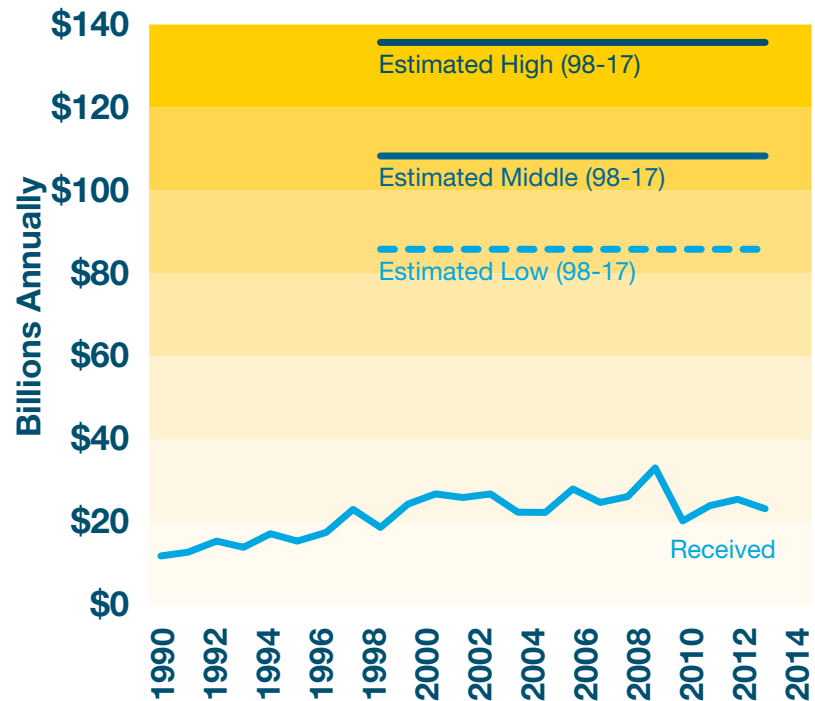


THE REALITY

CHARITABLE BEQUEST DOLLARS ARE TRENDING FLAT

AND ARE MUCH LOWER THAN PREDICTED

BUT THIS IS
TEMPORARY

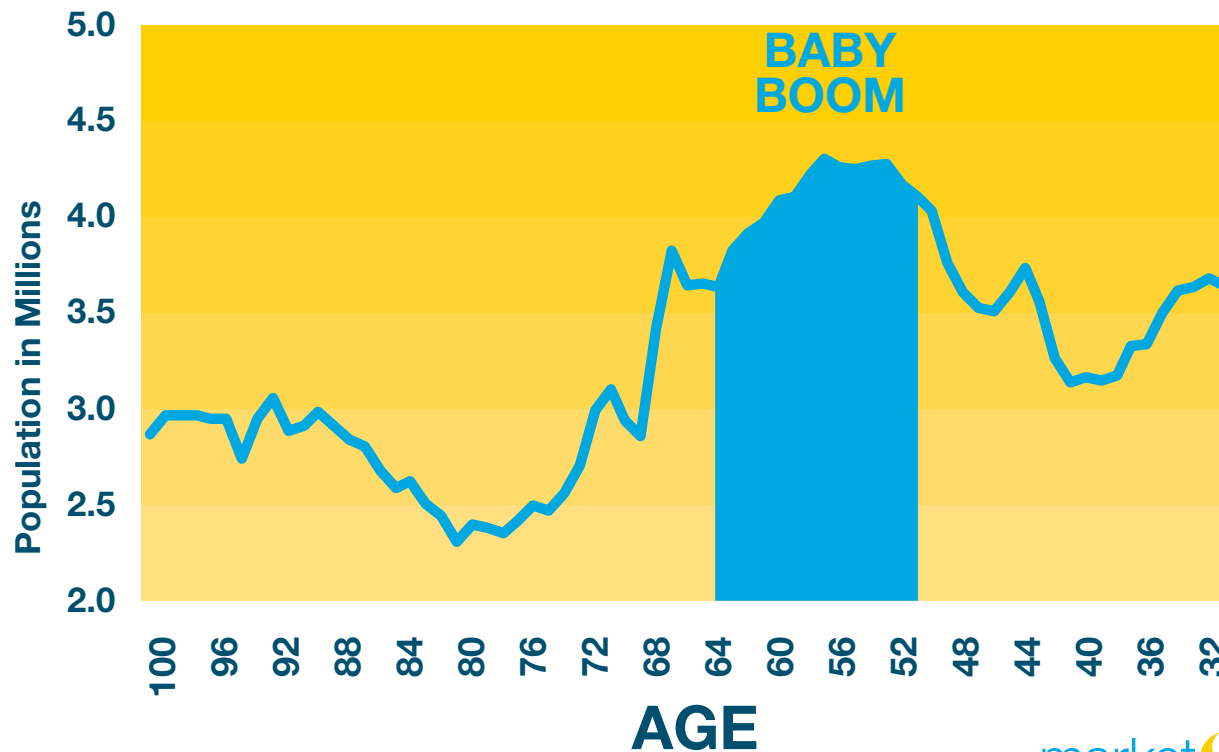


THE REASON

THE BABY BOOM

WITH BABY BOOMERS STILL IN THEIR 50s AND 60s
THEY HAVEN'T REACHED THEIR PRIME **YET**

(REMEMBER MOST BEQUESTS COME FROM THOSE AGED 80+)



TOP 10 PREDICTORS

OF A POSTMORTEM BEQUEST GIFT



**% YEARS GIVING
\$500+/YEAR**



NO OFFSPRING



HIGHEST \$ GIVING



**% YEARS REPORTING
FUNDED TRUST**



FEMALE



HIGH WEALTH



NOT MARRIED



RECENT GIVING



GROWING WEALTH



**% YEARS
VOLUNTEERING**

TOP PREDICTORS OF:

ADDING A CHARITABLE PLAN



HEALTH DECLINE



CHANGES IN
MARITAL STATUS



APPROACHING
DEATH



FIRST
GRANDCHILDREN

DROPPING A CHARITABLE PLAN



HEALTH DECLINE



CHANGES IN
MARITAL STATUS



APPROACHING
DEATH



FIRST
GRANDCHILDREN

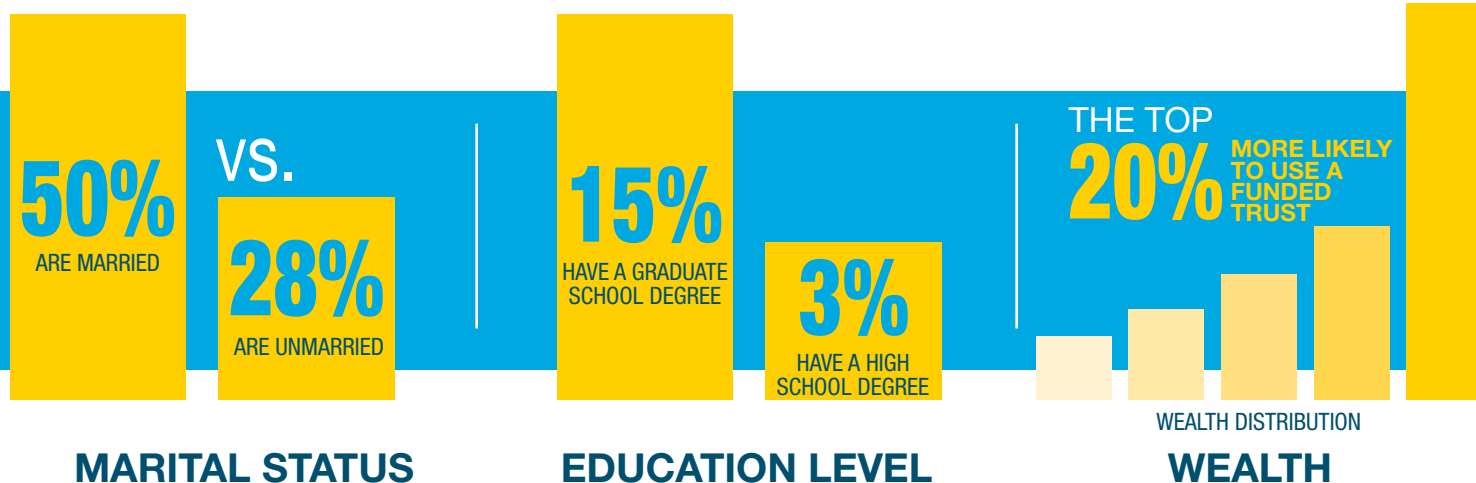
YOU READ IT RIGHT

anything that prompts **adding** a plan can also prompt **dropping** it.

SO HOW DO YOU TIP THE SCALES IN YOUR FAVOR?

FOCUS ON TARGET DEMOGRAPHICS

with the highest propensity to engage in charitable giving out of U.S. population aged 55+ with a charitable bequest in their will or trust



REMEMBER THAT

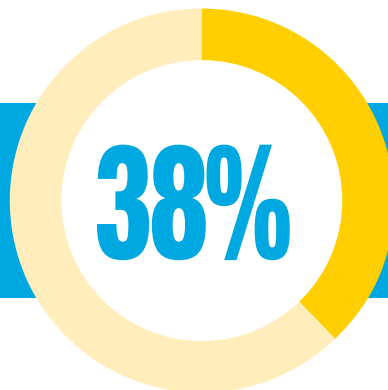
MOST WILLS NEVER GET USED

Funded trusts are far more likely to be used for postmortem estate distribution. The will is often only a back up.

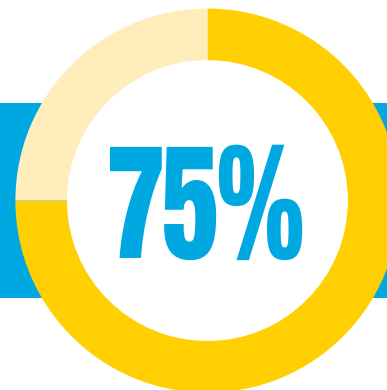


TO MAXIMIZE THE VALUE OF BEQUEATHED GIFTS,
FOCUS ON TITLING, BENEFICIARY DESIGNATIONS
AND ENCOURAGE TRUST PLANNING.

WILLS PROBATED



FUNDED TRUSTS
used for assets transfer



SECURE GIFTS EARLY AND FOCUS ON RETENTION


THE ULTIMATE VALUE OF
1 LONG-TERM GIFT
IS EQUAL TO THE VALUE OF
4 SHORT-TERM GIFTS

Inspire your supporters to plan early. Then encourage them to disclose their gift intentions to you. Those who plan a gift earlier in their lifetime leave 4 times more than those who plan a gift near the end of their lifetime. Remember, a bequest commitment is the beginning of a relationship, not the end goal.

STAY ENGAGED

MARKETING MATTERS!

**MOST CHARTABLE PLANS
ARE ADDED WITHIN 5 YEARS OF DEATH
SO STAY ENGAGED BY:**

- 1**  ALWAYS THANKING YOUR DONORS FOR THEIR GIFTS
- 2**  REPORTING ON THE RESULTS OF THEIR GIFT
- 3**  CREATING ENGAGEMENT EXPERIENCES TO FUEL THEIR INTEREST IN YOUR CAUSE
- 4**  FEATURING STORIES OF LIVING BEQUEST DONORS.

You will get more gifts if you stay engaged, since your supporters will be more likely to add your organization to their estate plans and less likely to drop it from their estate plans.

ABOUT MARKETSMART

[MarketSmart](#) is a revolutionary marketing software and services firm that helps fundraisers **raise more money more efficiently and be the best they can be.**

Customers include hundreds of large and mid-sized nonprofits around the world including the Smithsonian, Food for the Poor, City of Hope Cancer Research Center, The Navy-Marine Corps Relief Society, Human Rights Campaign, The San Francisco Opera, Ocean Conservancy, The United States Holocaust Museum, many colleges and universities along with other leading organizations in every sector.

MarketSmart's unique suite of solutions **help fundraisers zero-in on the donors most likely and ready to make mid-level, major or legacy gifts.** These game-changing Internet tracking technologies score each prospect's level of engagement online in order to help fundraisers prioritize who should be contacted most urgently. Additionally, our other products include:

- The [Fundraising Report Card](#) which helps nonprofits visualize their metrics while providing valuable benchmarks by sector (free for organizations with 5,000 or fewer donors);
- And the [DAFwidget](#) (BETA) which helps nonprofits generate more revenue from donor advised funds at no cost (free for all nonprofits).

Organizations implementing MarketSmart's systems and strategies have been able to revamp their approaches to mid-level, major gift and legacy gift marketing to **raise millions of dollars.**