



Marketing Planned Gifts - Q&A Webinar



Date: July 25, 2024
Time: 1:00pm Eastern Time
Presenter: Andrew Palmer
Director of Marketing Services
PG Calc



1. Small budget marketing

What is the most effective marketing method for an extremely small budget?

How does a small(ish) organization develop a planned giving program?

For smaller organizations without dedicated PG staff, what are the most important topics to promote and when?

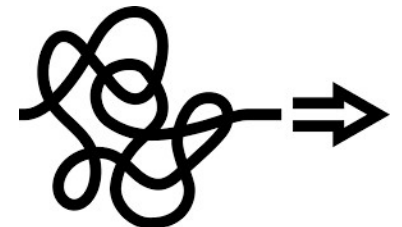
Q



1. KISS

The Simplicity of giving

And...





1. Tactics - Existing Assets

- Checkboxes on reply envelopes
- Annual report
- Newsletters
- Facebook page
- Letterhead and business card
- Internal telephone callers
- Board





2. Marketing a new program

What is essential for the first year of marketing a planned giving program?

Q



2. Factors to Consider

- How much can you afford to spend each fiscal year? [Budget]
- Your target donors
- Marketing schedule
- Be consistent





2. Create a Plan

The basic component parts:

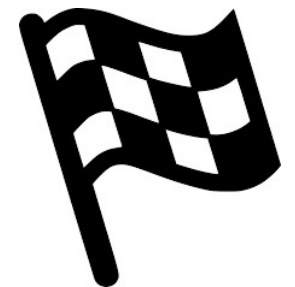
1. Establish and Articulate Objectives
2. Define the Strategy
3. Execute the Tactics
4. Report, Analyze, and Revise





2. PG Marketing Is Not Complicated

- Be persistent and consistent in your communication.
- Be sensitive to changes in a donor's life circumstances.
- Just don't stop marketing.
- Be proactive.
- Remember, patience is a virtue.





3. What works best?

Is digital marketing now more effective than print?

What marketing/communication channel is best for promoting PG?

Print vs. Digital - is one proven to be more effective?

Q



3. Direct Mail is best... for some

- Constant cultivation is a key.
- Your older donors will respond on an emotional level.
- Younger donors will respond because this is something different.
- Must be tailored to your mission.





3. Digital Outreach is better... for others

- Quickest and most cost-effective way of conveying your bequest giving message.
- Not always the most effective.
- Email should be well-written, personal, and a benefit to your donors.
- Builds relationships faster.





4. What is your call to action?

What wording can we use to prompt a positive response to "*are you interested in gift planning?*" on websites, newsletters, etc?

Q



4. There are no magic words

Branding and Imagery
+ Education and Awareness
= Credibility

Keep the messaging simple

Make call to action a benefit.





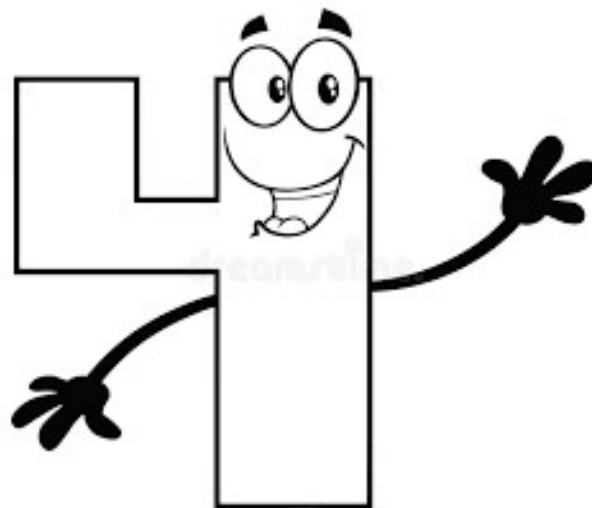
5. Frequency

What is the best (i.e., most effective) way to market planned gifts? And at what frequency?

Q



5. An unsubscribe is forever





6. Segmenting

What is a good target age range for planned giving marketing?

Should segmenting by age be done within that range?

What is the optimal segmentation for promoting planned gifts?

Q



6. Find Your Audience

- Planned gift donors
- Consistent annual fund donors
- No children and/or heirs
- Over 65
- Engaged board members

FLAG: Frequency of giving, Longevity of giving to the organization, Age, Giving history.





7. Donor Stories

What makes a good planned giving donor story?

Q



7. A good story...

Will define your cause and promote your mission
Educates and inform on the benefits of PG.

The best way to achieve that is by using real donors
as an example. [storytelling]

When we hear stories, we immediately relate them
back to an existing experience... And how that makes
us feel.

We are narcissistic in this way—but it explains
what makes storytelling so effective.





7. Real people stories inspire us

Engage people with an inspirational story of your donor!

The story inspires someone to engage... why?

They realize people **JUST LIKE THEM** making a planned gift they can also have an **IMPACT!**

They receive the **SELF-SATISFACTION** of giving.
That feeling of making a difference.





8. What content works?

**Do donors prefer to read
donor stories or more
"how to" PG topics?**

Q



Charitable Gift Annuities



Bertha Davis, 27, (left) holds her son Timoteo Francisco, 18 months, while they visit her sister Beth, 38, (right) at the Santa Maternal Waiting home in Malawi.

A Gift that Gives Back

Would you like to support Partners In Health but are hesitant to do so because of the current market uncertainties? Perhaps you are concerned about being able to meet your future needs. Other donors who feel the same way have discovered the joy of supporting PIH through a charitable gift annuity.

A charitable gift annuity is a contract between you and PIH that provides advantages for both. You can make a gift and receive immediate financial benefits. By funding a charitable gift annuity you will provide valuable support to Partners In Health and receive a charitable income tax deduction and fixed payments for your lifetime or the lifetime of a loved one.

Charitable gift annuities may be funded with cash or securities. The payout rate on a charitable gift annuity is a fixed rate based on the age of the donor at the time the gift is made. Payments may be made to one or two income beneficiaries.

Summary of FINANCIAL BENEFITS:

- Guaranteed fixed payments for life
- A portion of your payments may be nontaxable
- Charitable income tax deduction for a portion of the gift
- Reduced capital gains taxes

Sample Annuity Rates*

GIFT AMOUNT	AGE	PAYMENT RATE	ANNUITY	DEDUCTION
\$10,000	65	4.7%	\$470	\$3,363
\$10,000	70	5.1%	\$510	\$4,002
\$10,000	75	5.8%	\$580	\$4,503
\$10,000	80	6.8%	\$680	\$4,965

*Based on rates recommended by the American Council on Gift Annuities (subject to change).

"For the first time in my life, I was able to give with complete confidence knowing that my donations would be used in the best possible way."
—Thomas J. White, Co-Founder, Partners In Health

EXAMPLE:

Beth J., age 76, contributes \$10,000 cash and receives a lifetime annuity of \$600, of which \$472 is tax-free for approximately the first twelve years. She receives an income tax deduction of \$4,427 resulting in tax savings when she claims it.



Benefits:

- **Guaranteed fixed payments for life.** The annuitants you name will receive fixed annual payments for life, backed by the general resources of Partners In Health. With attractive annuity rates, your cash flow may increase from what you currently receive from your asset.
- **Federal and state income tax deduction.** You will receive an income tax deduction in the year of your gift to be used for immediate tax savings. This is usually 20%-40% of your gift amount.
- **Favorable capital gains tax treatment.** If you fund the annuity with long term appreciated securities (ones you have held for more than one year), you will incur tax on only part of the gain. If you name yourself as an annuitant, this tax will be spread out over many years. In other words, some of the capital gain is forgiven completely and the other portion is spread out over your life expectancy.
- **Reduced estate costs.** Your estate may enjoy reduced probate costs and estate taxes.
- **Support Partners In Health.** You will have the satisfaction of knowing your generous support will be used to ease pain, cure illness, and save lives in the communities we have the great privilege of serving.

NEXT STEPS:

To receive further information and assistance on charitable gift annuities please contact our Gift Planning Office:
call (857) 259-1989
email giftplanning@pih.org



A gift to PIH saves lives, thank you.

*Because everyone's situation is different, we encourage you to seek professional legal, estate planning, and financial advice before deciding on a course of action. This information does not constitute legal or financial advice and should not be relied upon as a substitute for professional advice.

Who is your audience?

What do they want?

THE LEGACY SOCIETY
Invest in life-giving breakthroughs.

"When you set up a charitable gift annuity at the Brigham, it's a financial win for you and the hospital."
—J. LINZEE COOLIDGE
Legacy Society Member

BRIGHAM AND WOMEN'S HOSPITAL
Faulkner Hospital

Honoring the Brigham's History—and its Future

For more than 80 years, J. Linzee Coolidge has ardently supported Brigham and Women's Hospital (BWH). In 1963, he became the youngest Board of Trustees member of the Peter Bent Brigham Hospital—a predecessor hospital of BWH—and has remained involved as a loyal advocate and generous donor.

"It's one of the foremost hospitals both in research and medical care, and provides excellent medical support in the community. A hospital is one of the most important institutions in any city and the Brigham is doing one of the best jobs it can."

Generations of Linzee's family received their care at the Brigham. "My father and great uncle, who also served on the board, received excellent care here. It has been an important institution in our lives and our community, and I want to see it continue to develop innovations that save lives," he says.

Linzee has supported a variety of initiatives at BWH, including The President's Unrestricted Fund, global health, and the work of his personal physician, Marshall A. Wolf, MD. He is also very happy to make another contribution that promises to accomplish good far into the future: a planned gift known as a charitable gift annuity.

"When you set up a charitable gift annuity at the Brigham, you receive a tax advantage up front and a guaranteed income," Linzee says. "You also feel good knowing you are helping people who will rely on the hospital's care for years to come. It's a win-win."

In recognition of Linzee's gift, he was welcomed into The Legacy Society of Brigham and Women's Hospital and Brigham and Women's Faulkner Hospital (BWH) where he and other planned giving donors are celebrated for their dedication.

He adds, "Once you're connected, it's your hospital. The example you set can help other donors realize how important everything that goes on at the hospital is, and how important it is to get involved."

How a gift annuity works

A charitable gift annuity (CGA) is an exciting way to make an impact in the future of medicine, while receiving income for life. This irrevocable gift can be funded with cash or appreciated securities. In exchange, BWH or BWHF will pay you or a loved one guaranteed fixed payments for life, regardless of market fluctuations or inflation. Upon the death of the last income beneficiary, the hospital will receive the remainder of the annuity to support a specific area of the hospital that you choose. Or you can allow BWH or BWHF to direct it toward The President's Unrestricted Fund, a vital resource that can help us accelerate life-giving breakthroughs.

Advantages of a CGA

- You can begin receiving payments in the year in which you make your gift, or you can defer payments to a future date, let the principal grow, and enjoy a higher payout rate
- A CGA can provide you, as spouse, or a loved one with guaranteed income for life
- You will receive a charitable income tax deduction in the year you make your gift, even if you defer your annual payments
- You will be welcomed into The Legacy Society—an honorary group that recognizes and celebrates those who have included BWH or BWHF in their long-term plans

Please contact Kathleen Duffy, senior director of gift planning, at 617-625-6250 or visit brigham.org/giftplanning for more information about how to include BWH or BWHF in your estate plan and join The Legacy Society.

Check out our new website brigham.org/giftplanning

Life-Giving. Breakthroughs.



9. Giving USA

**What is the relevance of the
Giving USA report to PG?**

Is it included in marketing?

Q



9. 2023 Charitable giving hit \$557.16 billion

More than \$42.68 billion was given via bequests, an increase of 4.8% from 2022.

All-time highs for:

- Human services [\$88.84 billion]
- Education [\$87.69 billion]
- Health [\$56.58 billion]
- Arts, culture and humanities [\$25.26 billion]
- Environment/animals [\$21.20 billion].

Keep marketing!





10. Metrics

**Speak to metrics for
evaluating a PG
marketing program.**

Q



10. Life Events Dictate Giving

- the birth of a child or grandchild
- the sale of a business
- retirement
- death of a spouse
- etc.

Impossible to predict who will experience a cash infusion or loss that requires reallocation of assets.





11. Marketing to Women

**What methods are successful
in marketing planned gift
information to women?**

Q



11. It's not the method but the message

Review your materials to ensure women are well represented

Show Impact - the good that their donations will do.

Create ways for them to get involved in your cause socially. [more engagement.] board equally, volunteer opportunities & social events where women will share their experiences.

Good marketing works with everyone...





12. Subject lines

I have had problems getting recipients to open blast e-mails and digital newsletters.

Do you have any suggestions?

Q



12. Tips on Subject lines

Create urgency. Only 30 days left to give tax-free in 2024

Create uniqueness. Can we pay you for life?

Write benefit-oriented copy. Tax-wise giving opportunities

Be ultra-specific. Get \$1,450 every year for life

Keep it clear and concise. Why you need a will

Use humor. The perfect going-away gift

Use numbers. 5 gifts that pay you back

Ask Questions. Can I really get paid for giving?

Use pop culture. Always Look On The Bright Side Of Life

A single word. RSVP

Alliteration. How to happily help the homeless.



13. Social Media

Should we start marketing on social media?

Q



13. Test it

“Success is stumbling from failure to failure with no loss of enthusiasm.”
— Winston S. Churchill

This is why we test!





14. Should I offer CGAs?

**How do I evaluate if a CGA
program will be used
by our donors?**

Q



14. Ask them

Have you considered a donor survey?





15. Donor Surveys

What is the ideal number of questions to ask in a donor survey?

Do I still need to hire a professional company or is DIY possible?

What is the standard for time between surveys?

Q



15. Leads and valuable insight into your donors

A planned giving donor survey is a fantastic way to learn more about your donors. Whether it is used to fill some holes in your database, for stewardship, or for lead generation the information you learn about your donors is worth the cost. At PG Calc, we can provide:

- Strategy and best practices
- An introductory Email
- Survey Questions
- Survey Page Hosting
- Tabulations with exports to Excel

Make it short, and send every other year





Still Have a Question?

Contact: Andrew Palmer

Email: apalmer@pgcalc.com