



HOW TO GENERATE
MORE
PLANNED GIFTS
WITH
LESS MONEY
AND
REDUCED
RESOURCES
AN INTRODUCTION TO
ENGAGEMENT
FUNDRAISING



WHO IS THIS GUY?

AND WHY SHOULD WE LISTEN TO HIM?



Greg**WARNER**

I WAS RUNNING A NICE LITTLE MARKETING AGENCY.

It was a good business but not exceptional.

We generated highly qualified leads for sales teams at private companies.

We did good work.

But something was missing. We were just a “job shop.” That meant... if you had a job for us, we’d get it done.

We helped our clients sell travel tours, satellite dishes, and exposition booths. Sometimes we built websites. Other times we developed new brands, logos and slogans.

While running my agency, I was always worried about my wife. She has been an insulin dependent diabetic since the age of nine. We wanted to help find a cure. So we donated money to charities. Then, one day, we received a letter that was so offensive, so poorly thought out... so STUPID... I just had to say something.

So I offered to help. And the strategy I recommended worked!

Before I knew it, another diabetes-related organization asked how we did it. Then another nonprofit called. And then another. And another.

Soon I determined that I needed software to increase the results we were delivering. But it didn’t exist. So, I built it!

That’s when I realized that driving to work felt so much better when I was helping generate more revenue at lower costs for good causes. So, I re-engineered my agency to help nonprofits.

Today we are growing fast. Most of the best known nonprofits in the U.S. have signed up with us. And, recently we won the award for Most Innovative Small Business from SCORE (Service Corps of Retired Executives – former CEO’s).



market**smart**



WHO IS THIS GUY?

AND WHY SHOULD WE LISTEN TO HIM?

AN ALTERNATE UNIVERSE?

As I explored what worked and what didn't for raising money I was confronted with some painful truths. Some fundraisers didn't like me. They thought my ideas were disruptive. They didn't believe me when I told them about our achievements. They thought fundraising was different. "Fundraising is not marketing," they said.

Phooey! My firm was generating leads for planned gifts by the truckload. We were also uncovering tons of hidden bequests. The return on our clients' investments in marketing was ridiculous.

But one day, when I went to a local event to present what we were doing, I was met with resistance, ambivalence and consternation.

It was strange. I felt like I was in an alternate universe. One filled with wacky marketing concepts. Costly, ineffective strategies were embraced. What worked in the private sector was scorned. Lawyers were counseling nonprofits about lead generation marketing.

Their services were expensive, yet they refused to talk about results (or lack thereof). They even provided the same copy, pictures and designs to competing organizations in cookie-cutter formats. And worst of all, they encouraged their clients to spam their supporters.

Wacky "marketing"?



- Tons of expensive newsletters
- Cookie-cutter websites and brochures
- Spam emails
- Hardly any testing
- Shhh!! Don't talk about results
- Misdirection & lying

I developed empathy for your **challenges**

Lack of **time**

Not enough **staff**

Tight **budgets**

Travel is time-consuming and expensive

Qualifying prospects is very difficult

I learned what **fundraisers** really wanted to know



Who to engage?



When to engage?



Why they care?



What to say?



ENGAGEMENT FUNDRAISING



BASICS

ENGAGEMENT FUNDRAISING BASICS

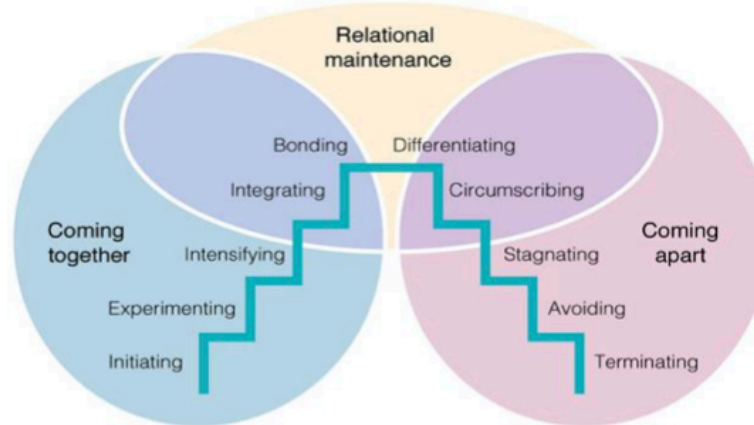
9 Similarities Between “Marketing” Relationships & “Real” Relationships

- | | |
|--------------------------------|------------------------------|
| 1. Trust is key | nothing happens without it |
| 2. Relevant | personalized |
| 3. Conversational | human, not formal |
| 4. Two-way | talking <i>and</i> listening |
| 5. Respectful | polite, considerate and fair |
| 6. Valuable/meaningful | benefits for both |
| 7. Easy and comfortable | convenient and relaxed |
| 8. Multi-channel | phone, email, face-to-face |
| 9. Strategic | bad strategies = bad results |

Stages of a Relationship



Mark Knapp literally wrote the book on interpersonal communication theories



Mark Knapp's Relationship Model



ENGAGEMENT FUNDRAISING BASICS

Marketing funnel

AIDA is a well-known marketing acronym. It describes the list of events that must occur in order to move prospects through the decision-making process.



AWARENESS

INTEREST

DESIRE

ACTION



ENGAGEMENT FUNDRAISING **BASICS**

Nonprofits tend to want to move the donor to take action too quickly

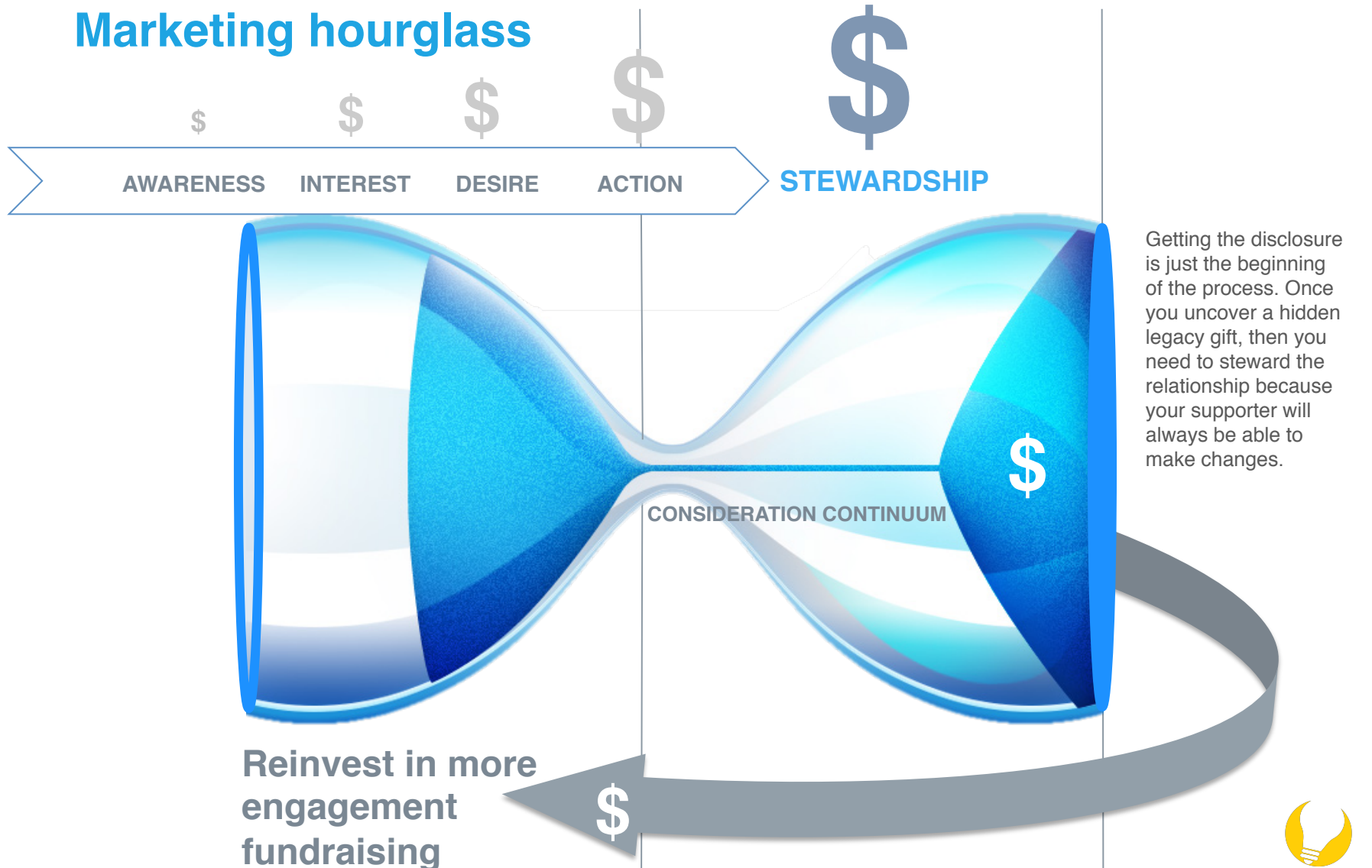
AWARENESS



ACTION



ENGAGEMENT FUNDRAISING BASICS



ENGAGEMENT FUNDRAISING

DIRECT MARKETING BASICS



**LIST
OFFER
TIMING
CREATIVE**

ENGAGEMENT FUNDRAISING

DIRECT MARKETING BASICS



LIST

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CONVENTIONAL WISDOM

SOMETIMES MIGHT BE SOMEWHAT EFFECTIVE

- ✓ Frequency of giving?
- ✓ Recency of giving?
- ✓ Longevity of giving?
- ✓ Total dollars given?

Conventional list-building practices look backwards. They assume that past performance is a predictor of future success. But that isn't always the case. For instance, we have found that longevity of giving (in particular) is not often a predictor of the likelihood that a supporter will consider a legacy gift. Plus, frequently it has been found that many legacy gift supporters never even donate to the charity for which they planned a gift. In fact, one of our clients receives 83% of their legacy gifts from non-donors.

UNCONVENTIONAL WISDOM (“VERBATIMS”)

ALWAYS IRREFUTABLY VERY EFFECTIVE

- ✓ Engagement?
- ✓ Involvement?
- ✓ Family-oriented connection?
- ✓ Passion / Why they care?
- ✓ Commitment?
- ✓ Childlessness?
- ✓ Level of education?
- ✓ Age?

Verbatims come straight from your supporters. They can be measured in real-time. You can capture them from donors, non-donors, board members and volunteers. Then they can be scored to help you determine who is most interested right now.

Best of all, verbatims include data points you simply can't buy.

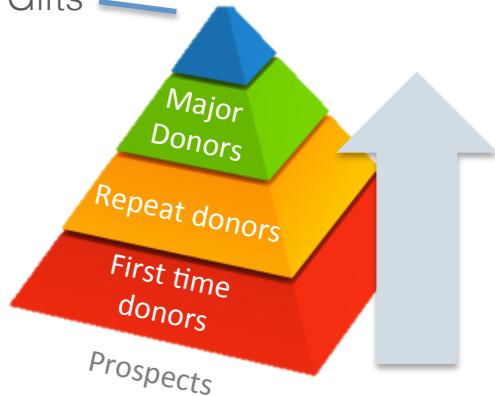


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Recognize that there are actually **two pyramids**:

1

Legacy Gifts



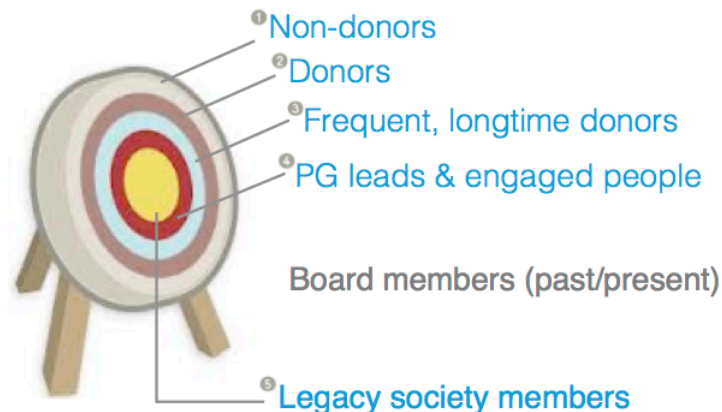
2

Other Legacy Gifts

- Staff
- Volunteers
- Facebook likes
- Twitter followers
- Infrequent donors
- Non-donors
- Others

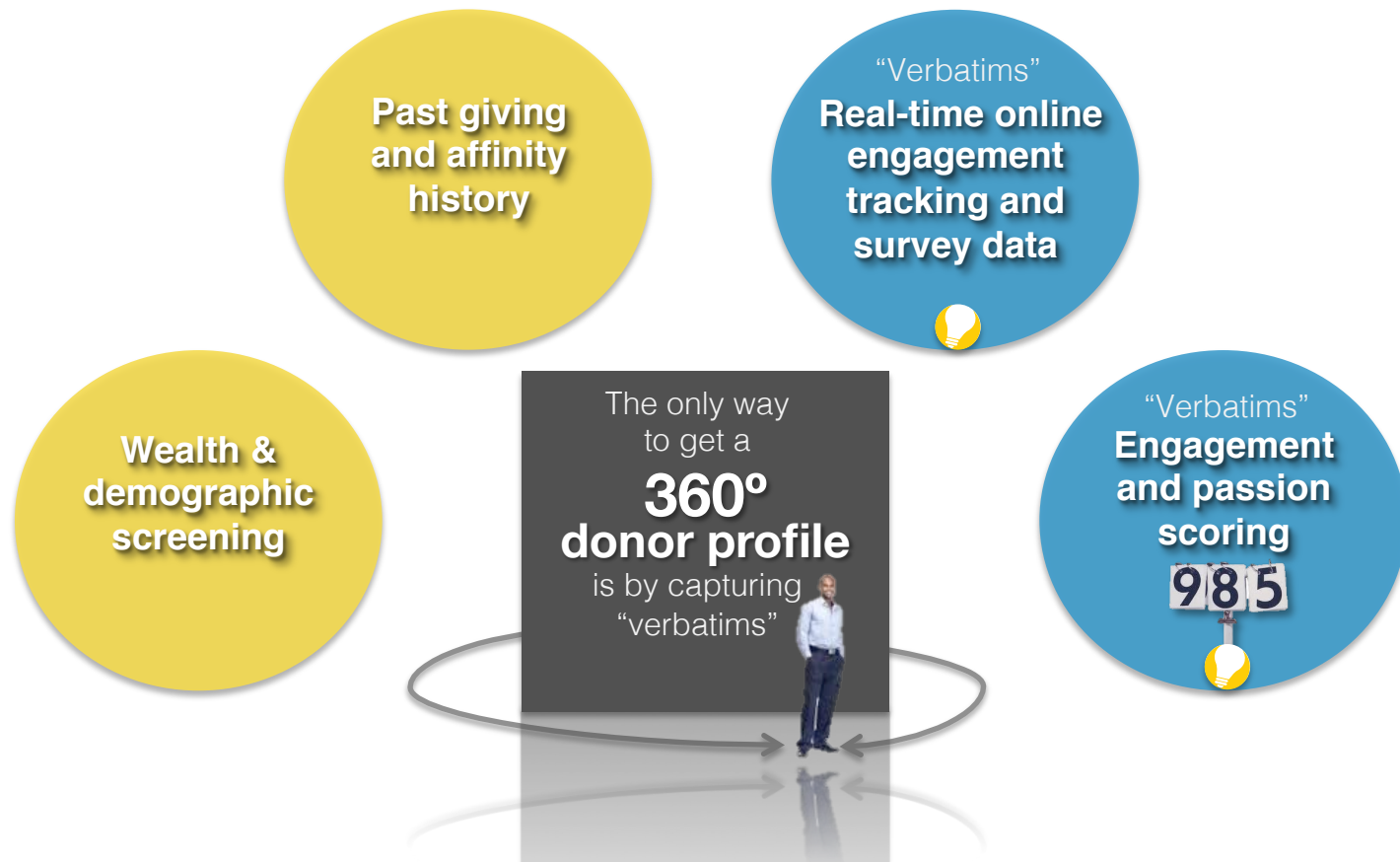


And essentially **5 target audiences**:



ENGAGEMENT FUNDRAISING

You need to know who is **most likely** to act **now!**



ENGAGEMENT FUNDRAISING

DIRECT MARKETING BASICS



**PROVIDE
AN OFFER**

ENGAGEMENT FUNDRAISING

Offer value to get prospects **engaged**

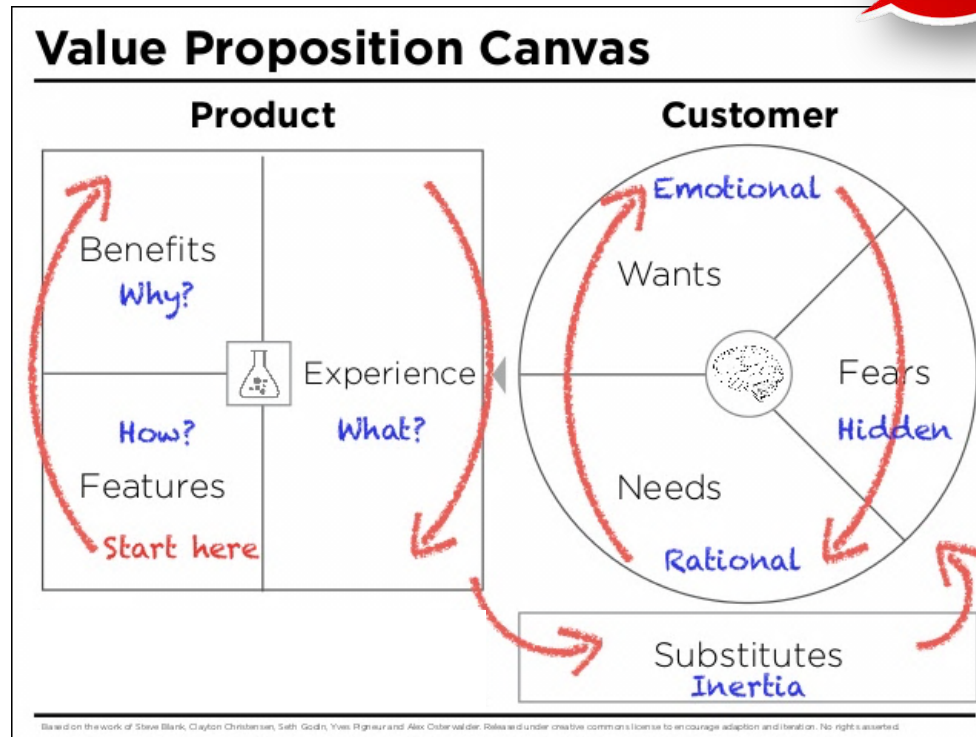
Consider your customer's (donor's) emotional wants, hidden fears, and rational needs.

Then create an offer that delivers value (features = how can I get it, benefits = why should I act?, and an experience = what will I feel or experience if I act?)

Plus, make sure your offer compels people to act (otherwise you'll combat inertia).



Strategyzer



CONVENIENT



ENGAGEMENT FUNDRAISING

TRADITIONAL OFFERS

You **guess** what supporters want

- Finances
- Death
- Taxes

	-50 YOUNGER	50-65 MIDDLE-AGED	65+ OLDER
WEALTHY	Gifts of Cash Appreciated Property Charitable Lead Trusts Term of Years Trusts Life Income for Others	Gifts of Cash Appreciated Property Charitable Lead Trusts Term of Years Trusts Life Income for Others	Gifts of Cash Appreciated Property Charitable Lead Trusts Term of Years Trusts Life Income for Others Testamentary Lead Trusts CRT for Donor's Life Bequests • Gift Annuities Retirement Plans & Insurance
MODERATE MEANS	Gifts of Cash	Gifts of Cash Appreciated Property Term of Years Trusts Charitable Trusts for Life Pooled Income Fund	Gifts of Cash • Bequests Appreciated Property Charitable Trusts for Life Term of Years Trusts Pooled Income Funds Gift Annuities Retirement Plans & Insurance
LIMITED MEANS	Gifts of Cash	Gifts of Cash	Gifts of Cash Bequests Gift Annuities Retirement Plans & Insurance

ENGAGEMENT FUNDRAISING OFFERS

You **learn** what the prospect wants first by engaging with them

- Give 'em opportunities to **think about life and legacy**
- Ask them to tell you **why they care**
- Find out **who inspired them**
- Help them **get past their avoidance** of the subject

WEAK
OFFERS

Tell us about your gift so
we can plan ahead

Estate planning seminar
with free dinner

Join our legacy society

Learn about making a
will so the IRS doesn't
get your money

STRONG
OFFERS

Share your story with us
and others like you

See the video about Jeff
and why he left a gift

Download this checklist
to help you plan

Learn how to write a
legacy letter for your
family so you can pass
on your life lessons and
values



ENGAGEMENT FUNDRAISING

DIRECT MARKETING BASICS

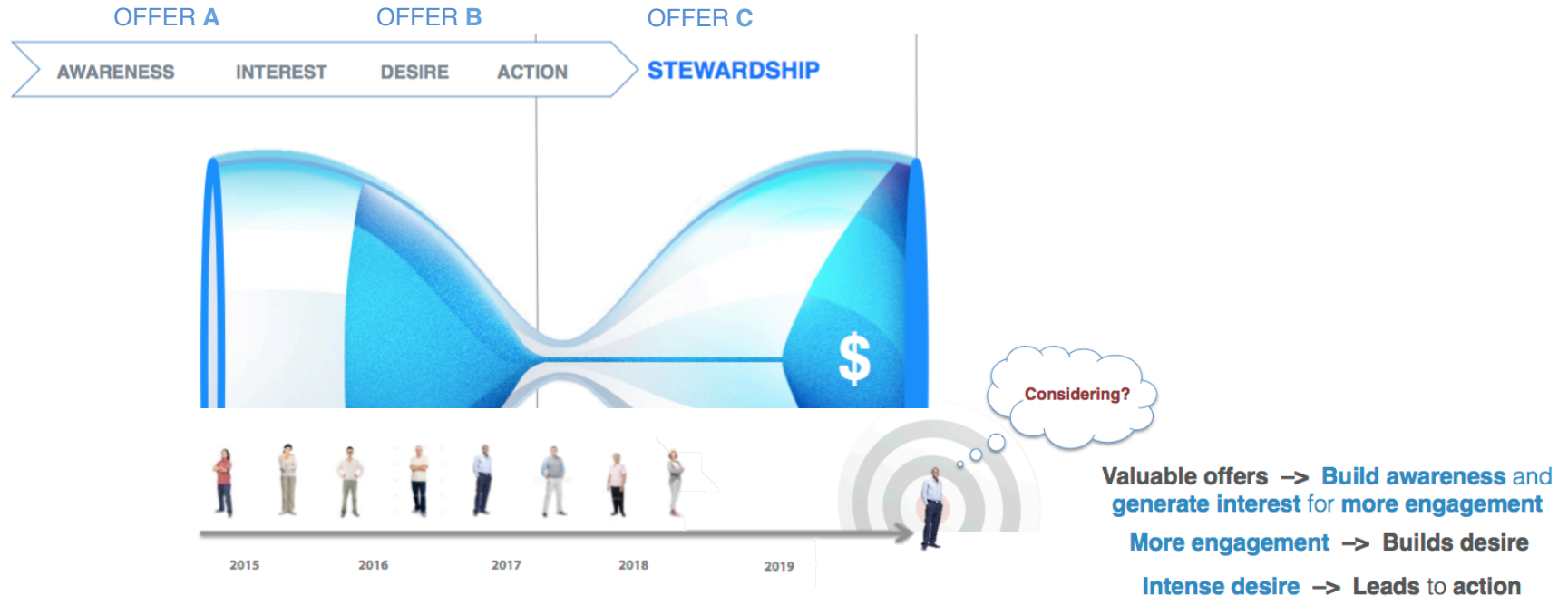
TIMING



ENGAGEMENT FUNDRAISING

Timing

Match the right offers with each stage of the consideration process



GOOD OFFER + BAD TIMING = POOR RESULTS
BAD OFFER + GOOD TIMING = POOR RESULTS

GOOD OFFER + GOOD TIMING = BEST RESULTS



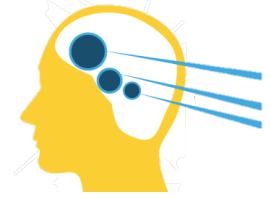
ENGAGEMENT FUNDRAISING

DIRECT MARKETING BASICS



CREATIVE

ENGAGEMENT FUNDRAISING



Get them into the legacy giving state of mind:

Bequest giving is just plain different

Putting donors in the **right state of mind** elicits **more** of the kinds of **responses you want**

1



Symbolic immortality

Desire to continue to live on after death

2



Autobiographical heroism

Desire to be perceived favorably after death

3



Visualized autobiography

Seeing one's life from a third person perspective

4



Commemorative immortality

Honoring, recognizing or paying tribute to others



ENGAGEMENT FUNDRAISING

Help them get past their avoidance of the subject

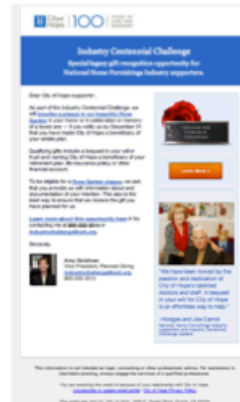


Give them the “medicine”
with valuable offers
(like a spoonful of sugar)

Examples of creative that works!



2



3



For more ridiculously
effective ideas, contact
us today at
301-289-3670

info@marketsmart.com

www.imarketsmart.com



ENGAGEMENT FUNDRAISING



**NEW
CONCEPTS**



Employ “3-to-1 fundraising”

Get free pads here:

www.imarketsmart.com/321

Most nonprofits will thank their supporters for their gifts. But too many fail to report what they did with the money. And, most fail to offer valuable engagement opportunities to their supporters to build a deep relationship. At MarketSmart, we think you should wait until you check all three boxes before you ask your supporters for another gift. We feel so strongly about this that we created pads for you— 100% free of charge.



Supporter name	Thank 'em	Report results	Offer engagement	Ask again
<i>Michelle Brown</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

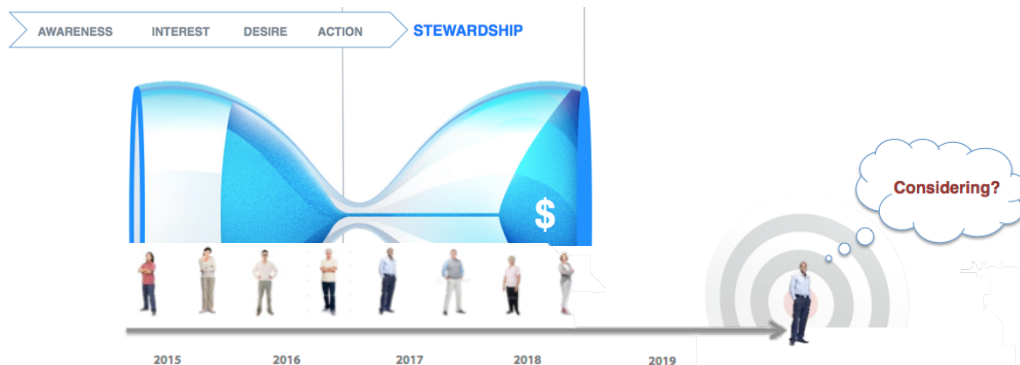




Recognize the consideration continuum

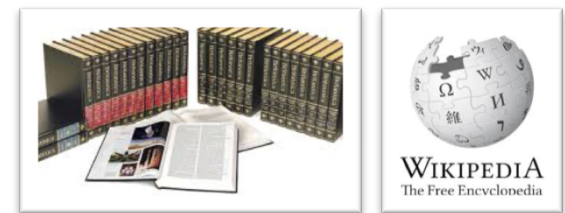
- Last few years of life are turbulent
- Early deciders give 4x more

- 1- Generate **disclosures** => Steward legacy gives
- 2- Generate **leads** => Discover consideration stages
=> Learn interests and desires
=> Zero-in on who's ready to meet
- 3- **Cultivate leads FOREVER**



Leverage technology

- Be more efficient
- Engage more people at lower cost
- Deliver relevant, personalized messages
- Automate the cultivation process
- Zero-in on the right people at the right time
- **Do more with less time & reduced resources**



market**smart**

Get a Demo

We can help you
leverage technology



ENGAGEMENT FUNDRAISING

LOW-COST
IDEAS



ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

*BUILDING
AWARENESS*

UBIQUITOUS MESSAGES

- on emails;
- business cards;
- letterhead;
- mailers;
- reply forms;
- booklets;
- magazines;
- articles;
- photos;
- banners;
- invitations;
- research reports;
- website pages, etc.

Many of our supporters have made a gift to [organization name] in their will or estate plan.

Would you consider such a gift?

If so, it is important that you please be sure to use the following legal language:

[Place language here]

[Tax ID # here]



ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

STEWARDSHIP,
CULTIVATION &
LEAD GENERATION

Claire Meyerhoff's

PIZZA PARTY PLANNED GIVING

1



Buy a couple of pizzas for your staff, volunteers, and board members.

2



Give them a cheat sheet that includes tips on how to call donors to say “thank you.”

3



Start dialing! Make sure to ask your supporters why they care about your mission. Encourage them to tell their stories. Then finish each call by asking, “Would you consider a legacy gift?”




ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

BUILDING
AWARENESS &
GENERATING
LEADS

INSERTS IN DONATION RECEIPT LETTERS

**Your planning information
is always available online at:**



Plan for your family, yourself and others.
Log on to learn more about:

- How to prepare a will,
- How to establish an annuity for life that pays income higher than current rates,
- How to reduce estate taxes,
- How to leave more money to your family,
- The benefits of establishing a trust,
- How your donations are spent by the Association.

American Diabetes Association
(703) 540-1500 Ext. 2164
giving@diabetes.org

American Diabetes Association
1701 North Beauregard Street
Alexandria, VA 22311

If you do not have computer access, please print your name, address and phone number clearly in the space provided and your information packet will be mailed to you.

<input type="checkbox"/> How to prepare a will, How to establish an annuity that pays income higher than current rates,	<input type="checkbox"/> Reducing estate taxes, <input type="checkbox"/> How to leave more money to your family.
<input type="checkbox"/> I am considering leaving the Association in my estate	<input type="checkbox"/> I have already left the Association in my estate.

Name _____
Address _____
Telephone _____

American Diabetes Association
1701 North Beauregard Street
Alexandria, VA 22311
Manager, Planned Giving

Place
Stamp
Here



ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

BUILDING
AWARENESS

SOCIAL MEDIA ANNOUNCEMENT

facebook

City of Hope is on Facebook. To connect with City of Hope, join Facebook today.

[Join](#) [Log In](#)

[View Edit History](#)
City of Hope

Ron Wardwell, a cancer survivor, Vietnam veteran and 18-year City of Hope volunteer, talks about why he's leaving a legacy gift to [City of Hope](#). "I hope my gift can play a role in making sure needs can be met for future patients."

Ron Wardwell, City of Hope volunteer says bequest was an easy decision
givehope.cityofhope.org

October 2 at 7:57pm · Edited · Public
20 Comments

Paula Rodelo and 224 others like this.

Cecilia Vasquez
Thanks Ron for always going above and beyond the call of duty, lots of love from EHS team !!
 3 · Oct 2

Priscilla Randomanski
Hope your heart is full with all the good you do. See you at COH soon.
 2 · Oct 2

Ruby Kong
Ron you are my inspiration. You done so much for city of hope and the Huntington. So glad you are my friend.
 2 · Oct 2

Leslie Allen
Ron is an amazing person!!! He has helped me on a couple of occasions! My first chemo appt he saw me and told me it was ok to just come and sit and relax in the biller center
 2 · Oct 2

Bequest for City of Hope was an easy decision for Ron Wardwell

September 19, 2014 | by [Give Hope Staff](#)

Like Tweet +1 Pin It Share 1

Leaving a Legacy at City of Hope - with Ron War...

City of Hope
Don't Hold Back
with Ron Wardwell

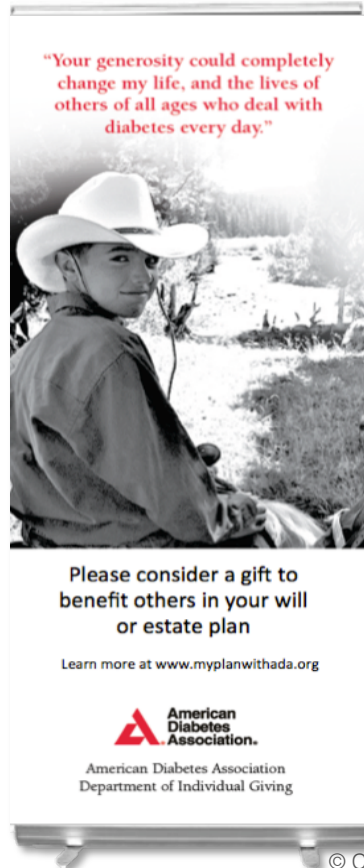


ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

BUILDING
AWARENESS

LARGE VISUAL DISPLAYS



ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

BUILDING
AWARENESS &
GENERATING
LEADS

CHARITABLE GIFT ANNUITIES

UNITED STATES HOLOCAUST MEMORIAL MUSEUM Charitable Giving Page 28 Washington, DC 20004-5801 T 202-462-5200 F 202-462-5200 www.ushmm.org

<First>
<Title>
<First Surname> <Last Surname>
<Address>
<City, State & ZIP>
<State> <Subscriptions>

Now you can create fixed income payments for the rest of your life and receive a lifetime income that really makes an impact.

If you are at least 65 years old, you can receive an attractive income for as long as you live with a **charitable gift annuity**. Here's how it works:


1. You give a charitable donation.
2. You get fixed payments for the rest of your life (and you can include a second beneficiary).
3. Then, what remains after your lifetime will be used to help advance the Museum's mission—to ensure that the lessons of the Holocaust inspire future generations for all time.

Income rates are based on your age and how much you donate. The older you are, the higher the percent rate. For example, if you were to fund a charitable gift annuity today with \$15,000 in cash, you would receive:

Age	65	70	75	80	85	90+
Rate*	4.7%	5.1%	5.8%	6.8%	7.8%	9.0%
Annual Payout	\$711	\$765	\$867	\$1,020	\$1,164	\$1,350

*Based on current IRS actuarial tables.

To learn more about USHM and receive the enclosed form today, contact us at 202-462-5200 or planned_giving@ushmm.org.

Gratefully,
 George E. Hollman, Jr.
Director of Planned Giving and Endowments

PS - You must act by December 31, 2014, in order to take advantage of this year.

Remember that the Museum may qualify for a charitable tax deduction. The information inside this form is not intended to constitute an offer of insurance or any other financial product. All investments are subject to risk. Please consult your financial advisor before making any investment decision. The Museum is not responsible for any loss or damage to your property or any other loss resulting from the use of this form or any other information provided by the Museum.

Age	65	70	75	80	85	90+
Rate*	4.7%	5.1%	5.8%	6.8%	7.8%	9.0%
Annual Payment	\$1,175	\$1,275	\$1,450	\$1,700	\$1,950	\$2,250



ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

BUILDING
AWARENESS &
GENERATING
LEADS

ASK YOUR BOARD, STAFF AND VOLUNTEERS

start here →



BENEFICIARY DESIGNATION CHECKLIST	
Defined contribution plans (e.g., 401(k)s, 403(b)s, 457s, Simplified Employee Pension plans, etc.)	
Defined benefit plans (e.g., pensions)	
Individual Retirement Accounts	
Life insurance	
Accidental death & dismemberment insurance	

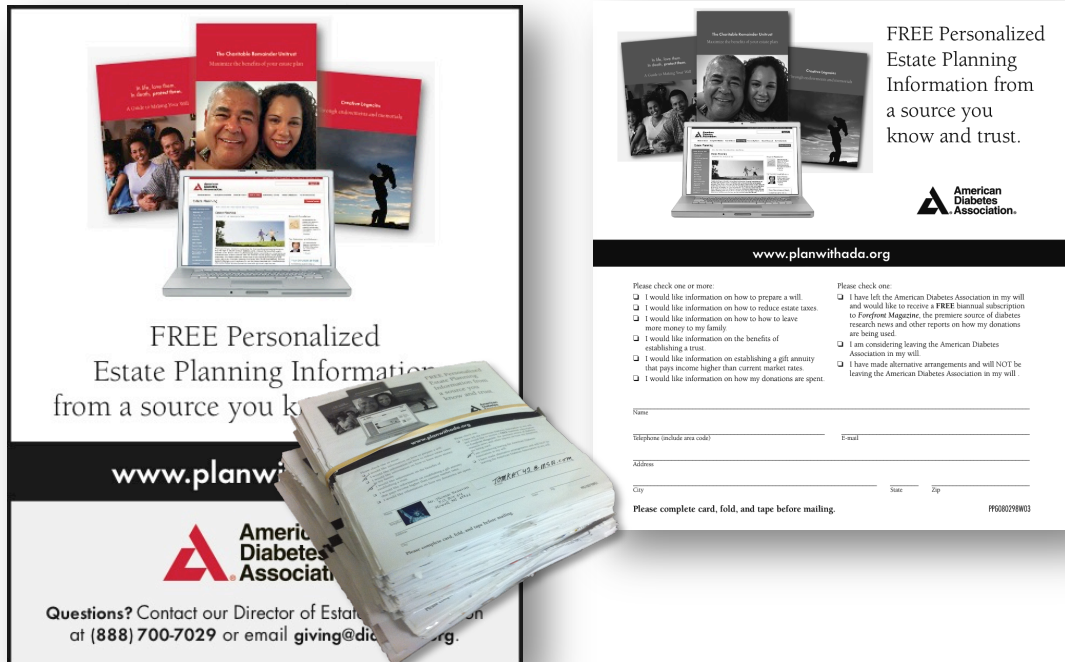


ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

BUILDING
AWARENESS &
GENERATING
LEADS

ADS IN PERIODICALS WITH A REPLY DEVICE



FREE Personalized Estate Planning Information from a source you know and trust.

www.planwithada.org

American Diabetes Association

Questions? Contact our Director of Estate Planning at (888) 700-7029 or email giving@diabetes.org.

FREE Personalized Estate Planning Information from a source you know and trust.

American Diabetes Association

www.planwithada.org

Please check one or more:

- ☐ I would like information on how to prepare a will.
- ☐ I would like information on how to reduce estate taxes.
- ☐ I would like information on how to leave more money to my family.
- ☐ I would like information on the benefits of establishing a trust.
- ☐ I would like information on establishing a gift annuity that pays income higher than current market rates.
- ☐ I would like information on how my donations are spent.

Please check one:

- ☐ I have left the American Diabetes Association in my will and would like to receive a **FREE** biannual subscription to *Forfront Magazine*, the premiere source of diabetes research news and other reports on how my donations are being used.
- ☐ I am considering leaving the American Diabetes Association in my will.
- ☐ I have made alternative arrangements and will **NOT** be leaving the American Diabetes Association in my will.

Name _____

Telephone (include area code) _____ E-mail _____

Address _____

City _____ State _____ Zip _____

Please complete card, fold, and tape before mailing. PPS08029HW03




ENGAGEMENT FUNDRAISING

LOW-COST IDEAS

BUILDING
AWARENESS

BANNER ADS



CALIFORNIA
ACADEMY OF
SCIENCES

Give the
next generation
the opportunity to

**LOVE
SCIENCE**

LEARN HOW »



CALIFORNIA
ACADEMY OF
SCIENCES

You can
inspire future
generations to

**LOVE
SCIENCE**

LEARN HOW »



CALIFORNIA
ACADEMY OF
SCIENCES

A gift after your lifetime
will help teach science to
future generations

LIKE MINE

LEARN HOW »



CALIFORNIA
ACADEMY OF
SCIENCES

You can inspire
future generations to

LOVE SCIENCE

LEARN HOW »



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.**