

WORDS THAT WORK II

{ THE PHRASES
THAT ENCOURAGE
PLANNED GIVING }



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Dr. Russell JAMES

is back with new research findings!

Russell James, J.D., Ph.D., CFP® is a professor at Texas Tech University where he directs the on-campus and online graduate program in Charitable Financial Planning and also teaches Charitable Gift Law at the Texas Tech University School of Law. He graduated, cum laude, from the University of Missouri School of Law where he was a member of the Missouri Law Review.

While in law school he received the United Missouri Bank Award for Most Outstanding Work in Gift and Estate Taxation and Planning. He holds a Ph.D. in consumer economics from the University of Missouri, where his dissertation was on the topic of charitable giving. He worked as the Director of Planned Giving for Central Christian College, Moberly, Missouri for six years and later served as president of the college for more than five years, where he had direct and supervisory responsibility for all fundraising. During his presidency the college successfully completed two major capital campaigns, built several new debt-free buildings, and operated in the black every year after having operated in the red for 10 of the 11 previous years.

Dr. James has over 100 publications in academic journals, conference proceedings, professional periodicals, and books including 20 on neuroimaging and neuroeconomics. He has been quoted in a variety of news sources including The New York Times, The Wall Street Journal, CNN, MSNBC, CNBC, ABC News, U.S. News & World Report, USA Today, the Associated Press, Bloomberg News and the Chronicle of Philanthropy.

THE ORIGINAL GROUNDBREAKING RESEARCH IS STILL AVAILABLE

MarketSmart originally presented the first set of Dr. James' findings a couple of years ago. You can download the original eBook and view the first webinar here.

[GET THE ORIGINAL EBOOK](#)

[VIEW THE ORIGINAL WEBINAR](#)

OVERVIEW

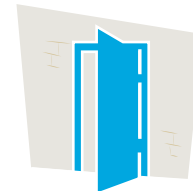
HERE'S WHAT YOU'LL LEARN FROM THIS eBOOK



- 1 **What words generate interest** (inspire people to educate themselves about planned giving)?



- 2 How do we ensure that we **meet their expectations** with information and content that is **relevant** once they have become interested?



- 3 What words lead supporters to take **action**?

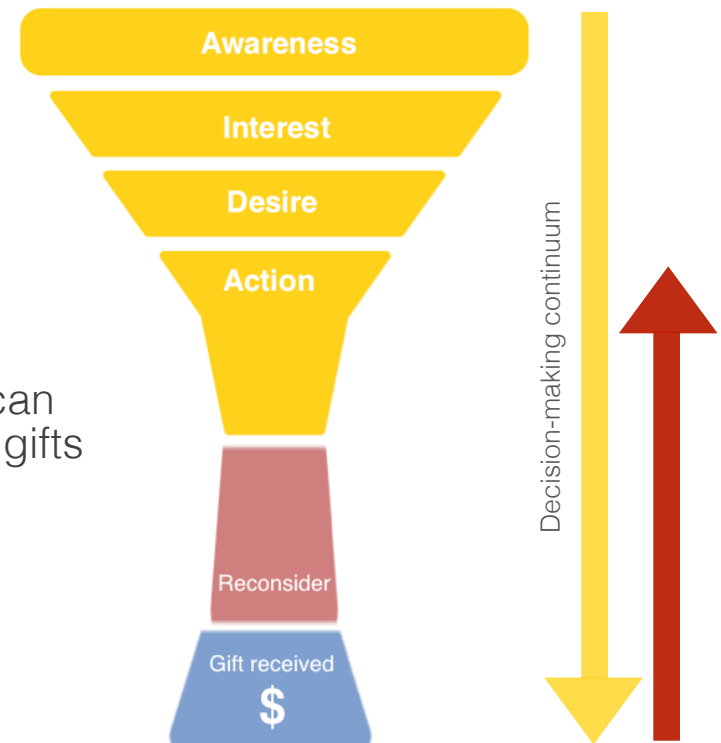
IT'S ALL ABOUT RESULTS

1

Recognize that the reason for conducting most marketing is to **generate progress toward a gift**

2

Recognize that a **decision-making continuum** exists (since most people can change their minds about most legacy gifts because they are usually revocable)



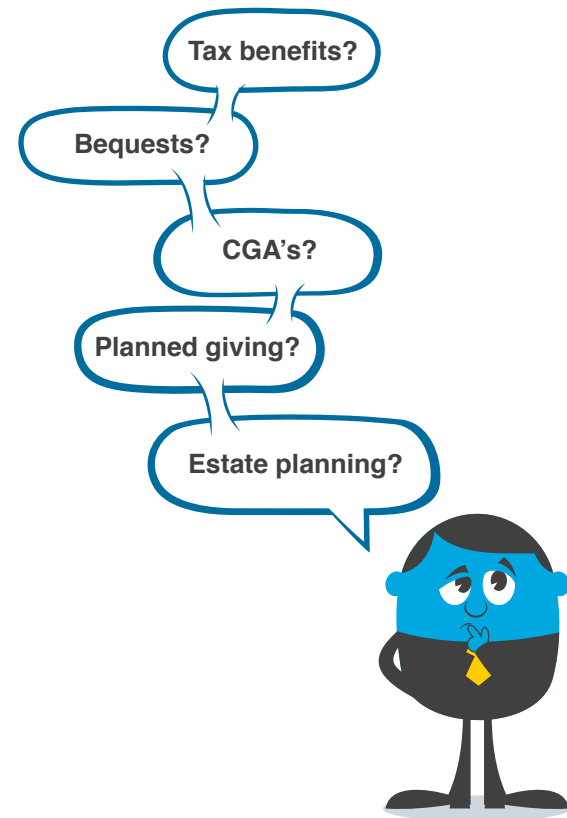
IT'S COMPLICATED—BUT YOU CAN **MAKE IT SIMPLE**

Planned giving information that interests you is usually very confusing for your supporters.

You can't expect supporters to make planned gifts if they don't understand them.

GOAL:

Stop adding to the confusion! Communicate better so your supporters not only understand what you're talking about but also take action.



HOW DO YOU SAY “CGA” SO PEOPLE WILL WANT TO LEARN MORE?

I am
definitely
interested

Words Tested

5%	Charitable gift annuities
9%	Life income gifts
26%	Get a tax deduction and make a gift that pays you income for life
28%	Gifts that pay you income for life
29%	Gifts that pay you income

MARKETING TAKEAWAY

- ✓ Avoid industry jargon, legalese, “insider” fundraiser phrases and words they might not know
- ✓ Say what it is and how they benefit

NOTE: People of all ages were surveyed and the results were the same for each age category (55+, under 55, \$1,000+ donors, under \$1,000 donors, and even non-donors)

WHICH WORDS ENSURE THAT THE READER WILL NOT ONLY BECOME INTERESTED BUT WILL ALSO FEEL THAT THEY GOT WHAT THEY EXPECTED ONCE THEY ENGAGED?

I am definitely interested	Words Tested	I definitely expected this
5%	Charitable gift annuities	15%
9%	Life income gifts	24%
26%	Get a tax deduction and make a gift that pays you income for life	31%
28%	Gifts that pay you income for life	34%
30%	Gifts that pay you income	30%

MARKETING TAKEAWAY

- ✓ Avoiding industry jargon, legalese, “insider” fundraiser phrases and words they might not know leads to alignment between interest and expectations

NOTE: People of all ages were surveyed and the results were the same for each age category (55+, under 55, \$1,000+ donors, under \$1,000 donors, and even non-donors)

HOW DO YOU SAY “PLANNED GIVING” SO PEOPLE WILL WANT TO LEARN MORE?

I am
definitely
interested

Words Tested

3%	Gift planning
4%	Planned giving
7%	Giving now & later
16%	Other ways to give
20%	Other ways to give smarter
23%	Other ways to give cheaper, easier and smarter

VS.

I am
definitely
interested

Words Tested

8%	Other gifts
14%	More ways to give
15%	Give other ways
21%	How to give cheaper, easier, and smarter
22%	Other ways to give cheaper, easier and smarter

MARKETING TAKEAWAY

✓ Again, the benefit-oriented, simple words and phrases worked best to gain interest

NOTE: People of all ages were surveyed and the results were the same for each age category (55+, under 55, \$1,000+ donors, under \$1,000 donors, and even non-donors)

AND DID THEY FEEL THEY GOT WHAT THEY EXPECTED ONCE THEY ENGAGED?

I am definitely <u>interested</u>	<u>Words Tested</u>	I definitely <u>expected</u> this	
3%	Gift planning	20%	
4%	Planned giving	12%	
7%	Giving now & later	7%	
16%	Other ways to give	15%	} Only these words gained interest AND gave them what they expected
20%	Other ways to give smarter	19%	
23%	Other ways to give cheaper, easier, and smarter	12%	

NOTE: People of all ages were surveyed and the results were the same for each age category (55+, under 55, \$1,000+ donors, under \$1,000 donors, and even non-donors)

SO, WHAT WORKS?



- ✓ Keep it simple
- ✓ Say what it is
- ✓ Say how they benefit
- ✓ Use sentence structure and syntax your mom would understand
- ✓ Avoid industry jargon, legalese, financial advisor and fundraiser terminology

WORDS THAT WORK

These words attract interest while delivering information in-line with donor expectations

CGA's

- Gifts that pay you income
- Gifts that pay you income for life

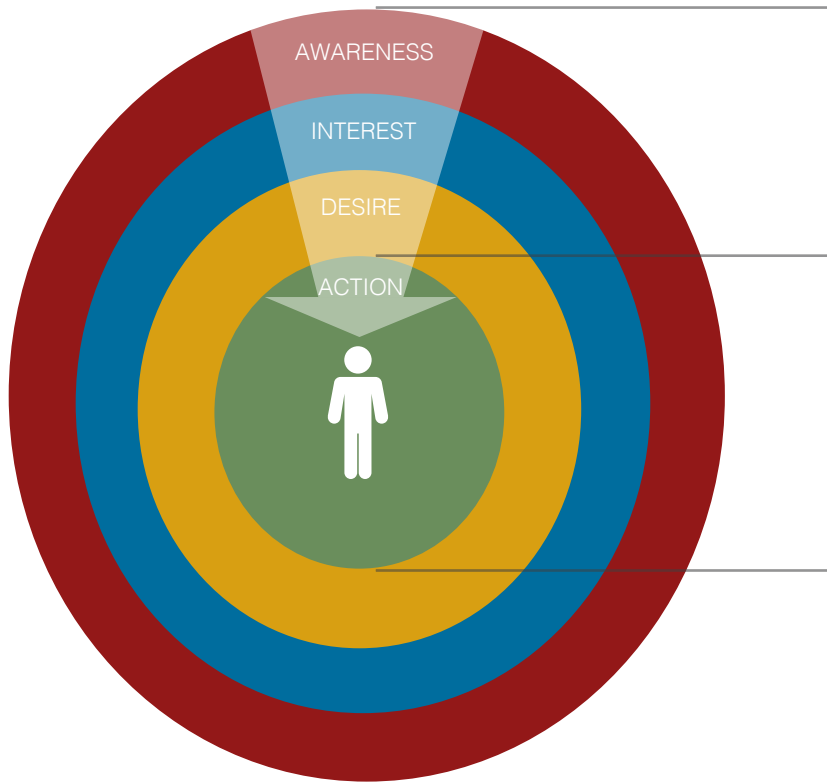
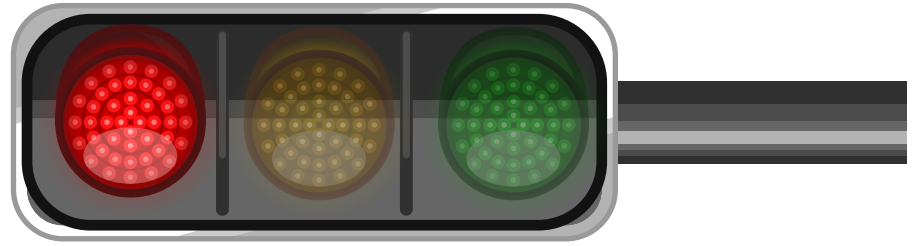
Planned Giving

- Other ways to give
- Other ways to give smarter

NOTE: People of all ages were surveyed and the results were the same for each age category (55+, under 55, \$1,000+ donors, under \$1,000 donors, and even non-donors)

WHEN

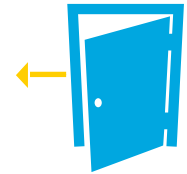
TO USE WHAT WORDS



Use **simpler words and phrases** to generate awareness, gain interest and build desire

Use **more sophisticated words and phrases** when donors are more likely to take action (preferably with you)

YOU MUST USE “FRONT DOOR PHRASES”



Front door phrases **widen the funnel** encouraging more people to want to take interest in a broader range of planned giving options

Successful front door phrases:

1 Are simple and easy to understand

2 Attract interest by

- ✓ Providing benefits
- ✓ Offering value
- ✓ Tapping into emotions
- ✓ Reflecting honesty and transparency



3 Deliver what was promised by

- ✓ Including information in-line with what attracted their interest
- ✓ Giving them what they expected to see (never bait-and-switch)



REFERENCE TAX BENEFITS TO GENERATE INTEREST

CGA Example:

“**Receive a tax deduction** and make a gift that pays you income for life”



Stocks/Bonds Example:

“**Avoid capital gains tax** by making a gift of stocks or bonds to charity”

“**Avoid capital gains taxes** by giving stocks”

“**Avoid taxes** by giving stocks”

“**Tax tips** when giving stocks”

“**Save taxes** by giving stocks”

“**How to save taxes** by giving stocks”

(All of these generate more interest than saying, “Give stocks.”)

EMPLOY SOCIAL NORMS

Social norms are “rules of behavior” considered to be acceptable in a group or society.

They are powerful but only if there is a match.

For example: Donor photos



If your outreach includes a photo of a mature woman...

...the recipient of your outreach should also be a mature woman



If you can segment your list and match the age and gender of the person in the photo with the age and gender of the person receiving the outreach, you'll hit a home run!

But, if you can't, interest in your outreach might be diminished as a result of the mismatch.

So, consider using a relatively benign, generic photo of a building or researcher (for instance) to avoid provoking a social mismatch.



AVOID USING “DEATH MESSAGES” OR YOUR DONORS WILL AVOID THEM FOR YOU

Here's why:

- 1 People avoid thoughts about their own death
- 2 Estate planning reminds people about their own mortality (death)
- 3 When confronted with a “death message” people find reasons to avoid the subject



The single **worst** word you can ever use in planned gift marketing

BEQUEST

Also avoid the following words:

- ✗ Die
- ✗ Death
- ✗ Deceased

CELEBRATE LIVING DONORS AND YOUR PROSPECTS WILL CELEBRATE WITH YOU

Here's why:

Stories about living donors create social norms (especially if those involved in the stories are “matched” with those receiving the communications).

Living people prefer stories about other living people more than dead ones!



USE “LEAD-IN QUESTIONS” ABOUT LOVED ONES (FAMILY CONNECTIONS) THEN PROVIDE OPPORTUNITIES TO HONOR THEM

Lead-in questions with family connection reminders

Do you have family members who are interested in _____ charity’s mission?

OR

Were any family members in your life particularly influential in shaping your views on the importance of supporting _____ mission?

Opportunity to honor loved one—commemorative immortality offer

Would you consider honoring your family member by making a memorial gift to charity in your last will and testament?

OFFERS TO HONOR FAMILY MEMBER ASCENDANTS WORK BETTER THAN OFFERS TO HONOR DESCENDANTS

Ascendants:

- | | |
|----------------|------------------------|
| ✓ Grandmother | ✗ Friend |
| ✓ Grandfather | ✗ Girlfriend/boyfriend |
| ✓ Grandparents | ✗ Daughter |
| ✓ Aunt | ✗ Brother |
| ✓ Uncle | ✗ Son |
| ✓ Mother | ✗ Nephew |
| | ✗ Niece |

BONUS: There IS a “gender bias”

Interestingly, research has shown that people are more willing to give or make a planned gift to honor **female** family members than male family members (including fathers).

LIFE REVIEW QUESTIONS WIN BIG!

Life review questions inspire supporters to think about their life stories and how your organization's mission connects with their autobiographies

For instance

- ✓ At what age did you first think about _____?
- ✓ Why is _____ important in your life?
- ✓ Who influenced you to become involved in _____?

BONUS: Line up your life review questions

The more life review questions you ask consecutively, the better your results will be!

IF YOU WANT SERIOUS RESULTS, RECOGNIZE THAT IT AIN'T ABOUT YOU

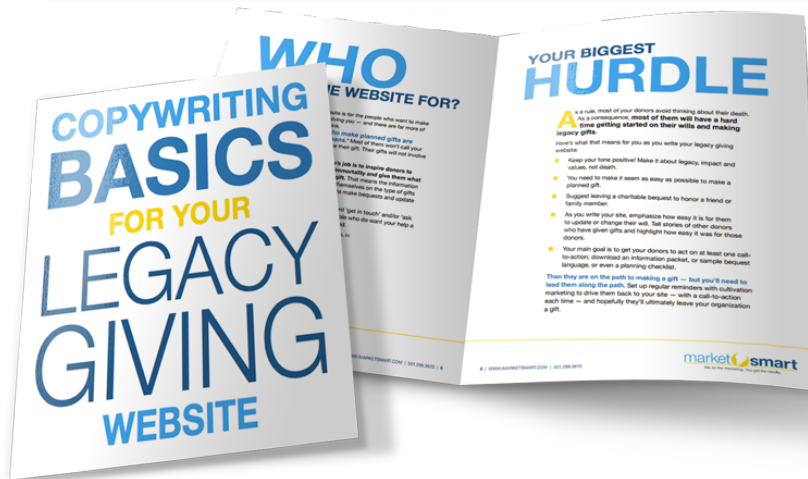
Planned giving decision-making is all about your supporters' life stories and how your organization's mission entwines with them

Forget *life-stage marketing* that assumes you know your donors and focus on *life story marketing* instead!

- ✓ Get to know your supporters and their life narratives by asking lots of questions
- ✓ Help them connect the dots between their life stories and your mission by providing opportunities for two-way dialogue
- ✓ Send personalized, highly relevant, simple, non-technical communications
- ✓ Provide opportunities for them to honor or pay tribute to loved ones (especially female ascendants)
- ✓ It's ok to remind them about tax benefits
- ✓ Focus on the benefits they'll receive and keep the messages simple
- ✓ Only use technical language when absolutely necessary (usually at the final action stage)
- ✓ Never use a bait and switch tactic in your communications
- ✓ Avoid death messages at all costs

CHECK OUT THESE OTHER eBOOKS

BE ON THE **CUTTING EDGE**
OF **PLANNED GIFT MARKETING**
FIND MORE **HIDDEN GIFTS**



LEARN HOW TO WRITE
COPY THAT WILL GET
YOU **TONS OF GIFTS**

www.imarketsmart.com/resources

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**.