

The Greying of Australia

Why Bequest Promotion is such an opportunity?

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Third sector consultants...Australasia, South Africa and North America

Room

Day, Date

Time

Bequests are...

- The largest gifts ever given to charitable concerns
- Average between \$45,000 and \$66,000 in normal charities in Australia
- An extension of a lifetime of support for special causes
- Given by women who outlive their men
- The opportunity to endow important aspects of your work

FACTS AND FIGURES

People over 65 years of age

- 2.6 million in 2004
- 4.5 million in 2021
- 7.0 million in 2051
- 13.0% of population in 2004
- 18.0% of population in 2021
- 26% of population in 2051
- *Australian Bureau of Statistics 2005*

FACTS AND FIGURES

People over 75 years of Age

- 4.1% of the population in 1987
- 9.2% of the population in 2031
- FASTEST RATE OF INCREASE
- 1996 - 33% of people over 65 are 75+
- 50% of people over 65 are 75+ in 2000

FACTS AND FIGURES






People over 85 years of age

- Was 87,000 in 1987
- 295,600 Australians in 2004 (1.5% population)
- 609,000 in 2021 (2.4%)
- 2,500,000 in 2051 (6%)
- 35 men to every 100 women
- 20% live in nursing homes
- 30% women and 14% men live alone

Statistics show that

- Growing number of potential bequestors
- Market for bequests is expanding in dollar terms because of the consolidation of wealth amongst older people (47% of assets in hands of people over 65 years as at 2030)
- Living bequestors will be mainly women and they will have smaller families and greater life expectancy.

WHERE THERE'S A WILL

IT CAME FROM:		 ...through a Solicitor you knew	 ...but you didn't know the person	 ...you knew the person but didn't know he/she was going to leave a bequest	 ...you knew the person and knew he/she was going to leave a bequest
YOUR INFLUENCE:	-Media promotion	-Information provided to the Solicitor -Media promotion	All of the influences stated before PLUS: -Newsletters -Mailings -Bequest brochures	All of the influences stated before PLUS visits by the Bequest Officer	All of the influences stated before PLUS special treatment by the Bequest Officer.
COULD YOU BUDGET?	NO	NO	NO	Estimate only	YES

THE BEQUEST PROGRAMME

- EDUCATE people about making a Will
- Make people AWARE OF the possibility and advantages of A BEQUEST
- IDENTIFY those most likely to make a Bequest
- Establish and MAINTAIN A RAPPORT with prospects

WE ADVOCATE...

- Encouraging people to have a current WILL
- To look after their family first
- To consider leaving a bequest for charitable purposes
- To leave something to you as an extension of a lifetime of interest and support

BEQUEST OFFICER

- Aware of own mortality
- Is at ease with older people
- Intelligent, sensitive, warm and friendly
- Can listen to others
- Committed to the long term idea of bequests for philanthropic purposes
- Mobile

STEPS IN THE PROGRAMME

- List the “MAYBEES”
- Telephone them
- Meet with those who sound right
- Check that these people are really prospects
- Nurture the prospects
- Establish that a WILL is made
- Continue to nurture the bequestor

PROSPECTING - Passive

- List the “MAYBEES”
- Telephone them
- Meet with those who sound right
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PROSPECTING - Active

- Build a broad “MAYBEE” List from -
- Current donors over 75, other supporters you know to be older (from records or survey)
- Donor Records - “Miss”, Flats and Unit numbers, Retirement Villages, Regular small gifts, Donor Clubs, Personal notes, “ Take me off your list”
- TELEPHONE

TELEPHONE CALLS

- The message is one of THANKS
- Visualise the prospect
- Be up to date with your activities
- Have the supporter history/request at hand
- Say who you are
- Chat about your organisation or any subject
- Listen hard and keep records

VISITS

- May be to deliver materials instead of mailing them
- Continues the rapport established by phone
- Find the person's motivation towards your cause
- Listen and Observe
- Qualify the Suspect to Prospect status

NURTURE PROSPECTS

- Telephone on a 6 - 12 weeks cycle
- Visit at least once every 4 - 6 months
- Christmas Cards
- Birthday Cards
- Get well cards
- Offer help wherever possible
- Keep good records

THERE COMES A TIME

- When you can offer an opportunity for the prospect to include your organisation in her WILL
- Look for natural opportunities
- Recognise in HER lifetime
- THANK, THANK, THANK
- Continue to NURTURE

RECORD KEEPING

- Code Bequest Prospects for special handling - re-address mail to Bequest Officer
- File on each prospect shows at a glance donation history, contact history with the Beq/Off, Bequest classification, anecdotes, references
- Bequest officer does monthly reports on activities (spreadsheet developed)

DOROTHY THE BEQUESTOR

- She is widowed and now well into her 70s
- She lives alone at home or in a village
- She doesn't see her family so often
- She is Asset Rich and sometimes Cash Poor
- She has had a good life - wants to give back something to causes she knows

The Bequest Society

A group that witnesses for the idea of making a bequest to your organisation

The Concept

- Requires a community of supporters over the age of 70 - 75
- Purpose of the Society is to encourage more people to make confirmed bequests and become members
- Size of bequest immaterial and may remain unknown

Planning Committee

- Chairperson a champion in the age group who will make a bequest
- Others who will join
- At least one retired attorney
- Someone who can solicit sponsors for luncheons
- Meets twice to plan

Checklist for planning

- Name
- Type of function
- Items of recognition for members
- Choose venue for launch
- Choose speaker
- Suggest sponsors
- Sign off on logo for letterhead and folders

Typical luncheon Function

- 1215 Welcome and purpose (Chair)
- 1220 Presentation of certificates to new members
- 1230 Starter and Main course (wine)
- 1315 Introduce Guest Speaker
- 1320 Speaker
- 1345 Thanks and Society Info
- 1350 Dessert and Coffee
- 1415 Close

Other information

- Luncheons sponsored and free
- Society folder and response device on tables
- Lucky draw
- Recognition items
- Letters of invitation and follow up
- Bequest Officer active as secretary to the society

INSPIRED
FIA's 34th International Fundraising Conference
 MELBOURNE CONVENTION & EXHIBITION CENTRE
 24 - 27 February 2011



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