

FIA Conference 2023

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Developing a digital blueprint for GIW success

GIFTS IN WILLS

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Director

BIGFOOT FUNDRAISING

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Hands up...

Who wants to grow their Gift in Will program?

Raise more funds for their charity?

Change the world?



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About me

Jeremy Bennett

- Commercial marketer turned fundraiser in 2009
- Launched Bigfoot Fundraising in 2018 to help for-purpose organisations **make a bigger impact through better digital.**
- Over the last 3+ years have recruited over 5000 bequest leads - driving consideration, intention and confirmation through digital channels for charity clients - **resulting in over \$32M+ in estimated future value.**



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About CHF

The Children's Hospital Foundation works wonders for sick kids in Queensland.

CHF ensures kids get the best care when they need it most; from life-saving medical equipment, to support services for children and their families - CHF is there to make every child's hospital stay the best it can possibly be.

CHF also invests in cutting-edge research - driving medical breakthroughs and new treatments - turning fear into hope for children with life threatening diseases.




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Background



23% of Australians have considered leaving a Will. Of these 3% and 13% of Australians will “definitely” or “probably” leave a gift in Will respectively.

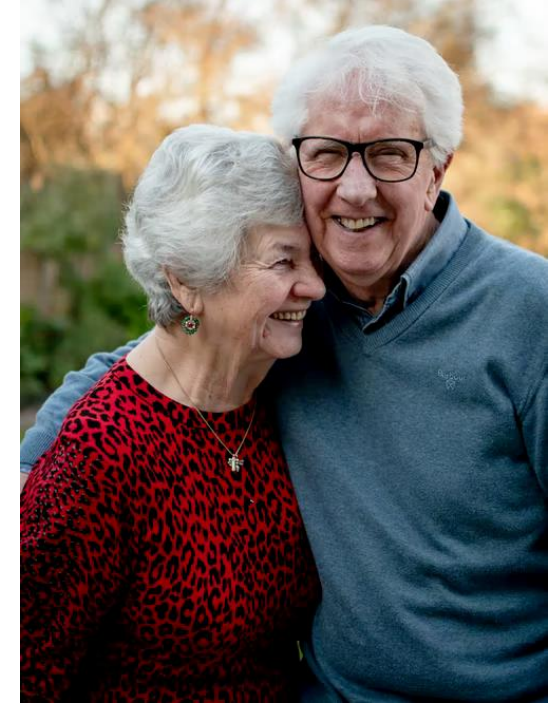
A potential of 2.6m Australians

More Strategic Public Survey Nov 22 n=1,031

Facebook user demographics

A high proportion of older demographics are using Facebook - no longer a young person platform.

- 62% of internet users age 65 and older use Facebook
- 72% of 50- to 64-year-olds use Facebook



Source: Pew Research Center

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Facebook user behaviour

Australian Facebook users are some of the most active advert clickers in the world

- Average of 22 adverts clicked per month vs the global average of 12.
- This is in the top 8% of countries globally.

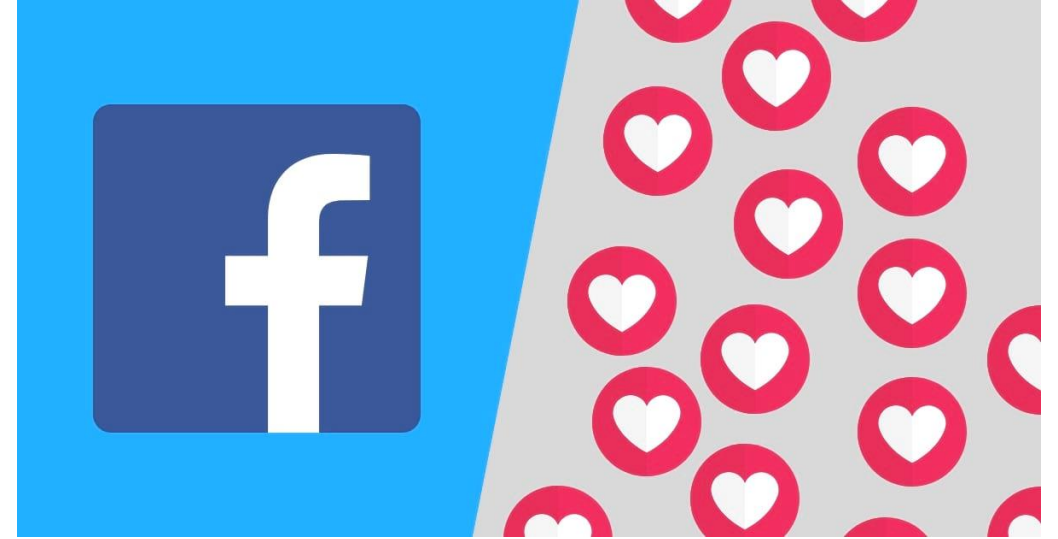
(Source, Analysis: Genroe)



Advanced media platform

Leverage AI technology & sophisticated media platform

- Leverage video content and social proof
- Sophisticated targeting - eg lookalike audiences, interest targeting, behavioural targeting, remarketing
- AI technology working for you - using machine learning to find you the best possible prospects
- Easy to test and learn - can easily and cost effectively test a range of areas such as messaging, audiences, CTA's, images, forms etc
- Social proof - Social creates 2 way conversations and dialogue



CHF's goal

- Grow bequest pipeline and explore new ways of reaching bequest prospects
- Increase branding and engagement
- Convert considerers to intenders
- Gain insights into which bequest messaging/propositions/content resonates with their audience and prospects
- Improve on current bequest digital lead cost of \$342 (from small trial) - aiming to have an average cost per bequest lead of \$130 over the course of the campaign.

Ultimately, an increase in the number of people leaving a gift in their Will.

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Message from Di Baartz - Bequest manager at CHF



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A young girl with brown hair and bangs, wearing a white dress with a pink belt and a red wristband, is giving a thumbs up. She has a rainbow-colored bandage on her right cheek. The background is a blurred outdoor setting with green plants. The entire image has a blue overlay.

Developing the Blueprint



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Focused on 4 pillars

Deeper Engagement & More Donors



Data led



Test and learn
approach



Powerful
content



Integrated
touchpoints

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Developing the blueprint



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Audit

Start with a deep-dive of your current bequest program - including your digital set up

- FB Ads manager set up properly - tracking is essential!
- Involve key areas of organisation - Brand, Individual Giving, Comms, Data Team
- Review bequest content, past campaigns and fundraising messaging
- Review any supporter data, surveys, research, FB appeals, Google Analytics



Strategise & Create

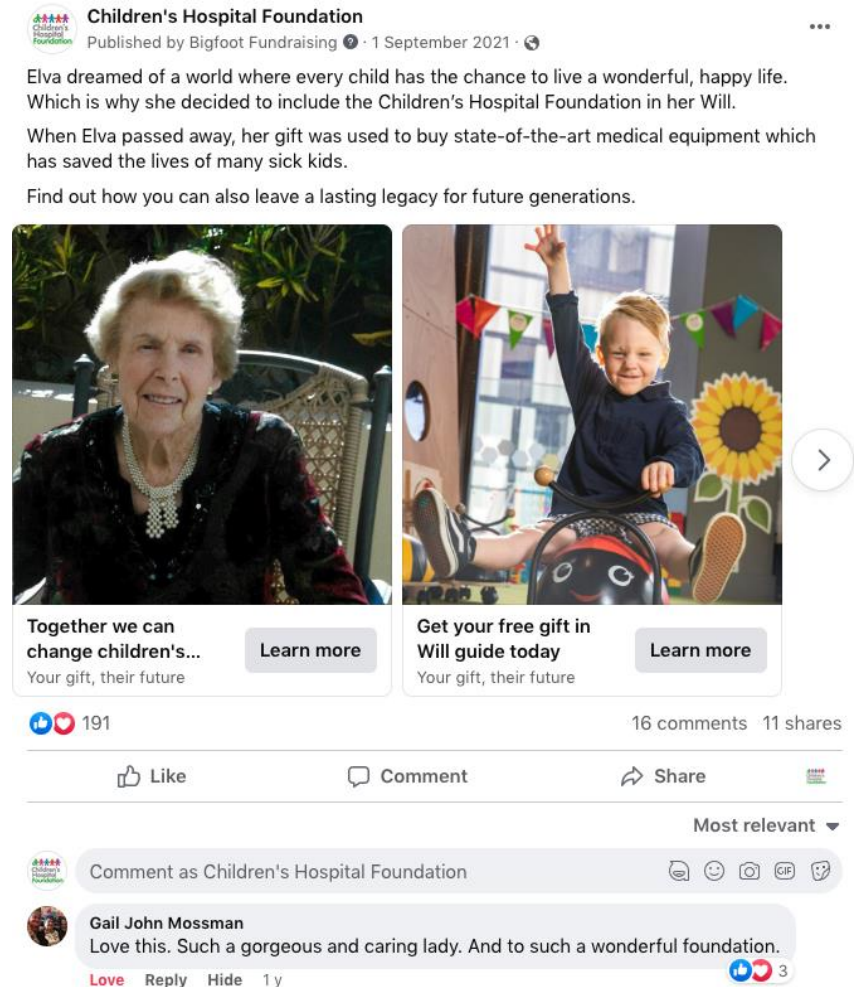
Develop a launch plan then refine over time

- Develop audiences personas
- Test different bequest messaging, proposition angles (starting with a deep-dive workshop with CHF team)
- Plans approved - budget signed off for the year and organisational buy in
- Utilise organic channels and owned assets

Strategise & Create

- Repurposed existing content where possible
- Developed 'always on' digital program on Facebook by creating a suite of content for both '**top of funnel**' and '**conversion**' campaigns to deeply engage the various key audiences (from less engaged to more engaged)

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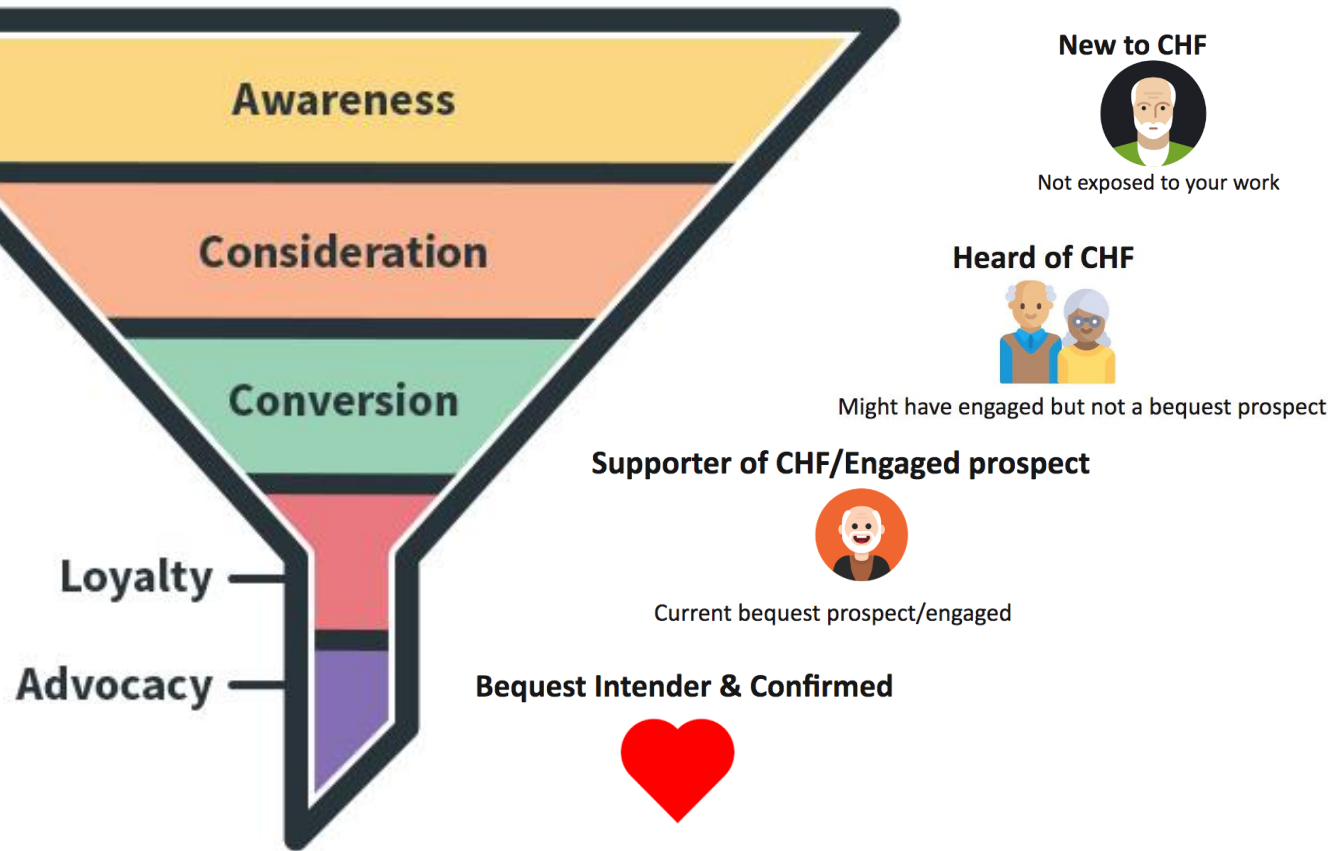


Execute

Action the agreed plans with a test and learn approach - agility is key

- Structure Facebook ad campaigns by the different objectives and audiences
- Setting budgets to maximise testing outcomes - start small then scale up
- Regularly check in and identify opportunities to optimise, eg;
 - Different audiences
 - Variations on top ad creative
 - Adjust spend
 - Testing different objectives in Facebook

Growing CHF's bequest pipeline



Feed the bequest pipeline **for CHF**

Move people down the **engagement** funnel

Implement a mix of **top of funnel** and **conversion campaigns** to maximise digital engagement and conversions

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Create content that drives initial engagement

- Engage and drive prospects to your bequest/Gift in Wills landing page where they can learn more
- Video ads with authentic bequestor stories, show impact of CHF - generating massive video view & remarketing audiences


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**Children's Hospital Foundation**
Sponsored (demo) · 🌐

Few losses compare to that of a parent losing a child. Sadly, Jude knows this all too well. When Jude's son, Mark, passed away at sixteen weeks, it seemed all hope was lost.


However, by leaving a gift in her Will to the Children's Hospital Foundation, Jude knew she would be making a difference where it mattered most, helping save children's lives for generations to come.

"It can't prevent what happened to my son, but it may prevent other children and parents going through t... [See more](#)




CHILDRENS.ORG.AU
Get your free gift in Will guide.
Your gift could change a life.

[Learn More](#)

 354



11 comments 26 shares

**Children's Hospital Foundation**
Sponsored (demo) · 🌐

Every day hundreds of seriously ill and injured kids come through the doors of Queensland Children's Hospital. So, we need to be there for them every step of the way.

Leaving a gift in your Will helps provide the best hospital experience, state-of-the-art medical research into childhood diseases like cancer - giving hope to sick children and

... can be proud of.



Drive bequest consideration

Utilised existing useful bequest collateral in a true 'value exchange'

- Offered a bequest prospect something in return for their data - a free Gift in Will & Wording for your Will guide
- Facebook instant forms used to easily capture data and further qualify/engage
- Over time, we further qualified these bequest 'leads' at the point of sign up


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Children's Hospital Foundation
Published by Bigfoot Fundraising · 1 September 2021 ·

Elva dreamed of a world where every child has the chance to live a wonderful, happy life. Which is why she decided to include the Children's Hospital Foundation in her Will.


When Elva passed away, her gift was used to buy state-of-the-art medical equipment which has saved the lives of many sick kids.

Find out how you can also leave a lasting legacy for future generations.



Together we can change children's...
Your gift, their future

[Learn more](#)



Get your free gift in Will guide today
Your gift, their future

[Learn more](#)

191 likes · 16 comments · 11 shares

Like Comment Share

Comment as Children's Hospital Foundation

Gail John Mossman
Love this. Such a gorgeous and caring lady. And to such a wonderful foundation.

Love Reply Hide 1 y

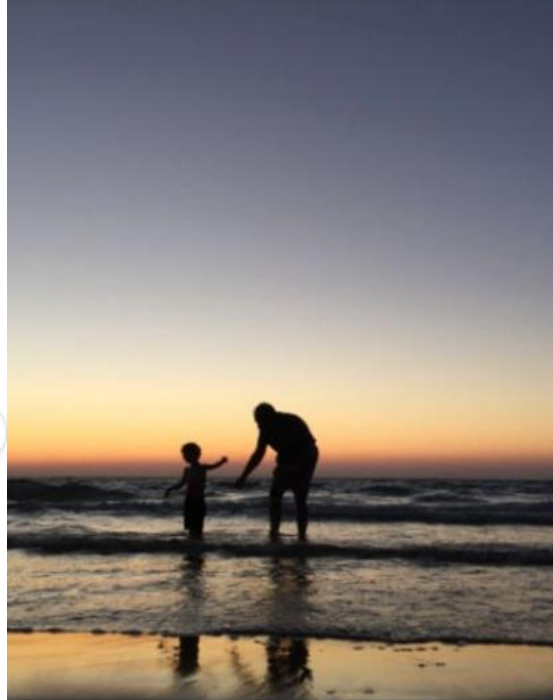
Children's Hospital Foundation
Sponsored (demo) ·

It's never too late to make a difference.

By leaving a gift in your Will to the Children's Hospital Foundation, no matter the size, you are directly supporting vital research, equipment and care for children in need.

Whether it's saving one child's life, or many for generations to come, your gift has the power to change their futures for the better.

Free gift in Will guide, and make a difference where it matters most.



n Will guide.
starts with you.

[Learn more](#)

3 Comments 4 Shares



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Convert interest to intention

Lower funnel activity that converts interest into action

- Online Will services - driving prospects to a Gathered Here customised page to complete their online Will
- Digital Surveys - after initial learnings we established a digital survey to further understand relevant issues for their supporters & their intent to leave a bequest

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Children's Hospital Foundation
Sponsored (demo) · 🌐

Want to help sick kids get better? We want to hear from you!

It is thanks to people like you that we can continue to fund the latest in life-saving medical research, invest in vital new equipment, and provide support and entertainment for children and their families when they need it most.

That's why we are keen to hear your thoughts and feedback on why children's health matters to you, and how you want to see it evolve into the future. Please share in our short online survey.




WWW.CHILDRENS.ORG.AU
Take our short online survey

[Learn More](#)

Children's Hospital Foundation
Sponsored (demo) · 🌐

If you're like 70% of Australians, you probably don't have a Will but know that you should. Imagine the opportunity to save thousands of children's lives for many years to come. A gift of as little as 1% in your Will to the Children's Hospital Foundation Queensland means you are directly supporting vital research, equipment and care for children in hospital.



Free today
minutes

[Learn More](#)

17 comments 18 shares

Tailor journey communications

- Created a customised supporter journey for digital bequest leads
- Improved the journey communications over time - automating elements
- Initial challenges with quality of data – moved to more of a quality focus
- Recently incorporated a phone program with phone agency to call many of the digital bequest prospects - *resulting in 6 confirmed bequests so far*

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A young girl with curly hair is lying in a hospital bed, looking off to the side. She has a nasal cannula taped to her nose. She is holding a small, knitted teddy bear with colorful striped socks. In the background, there is a medical monitor and other hospital equipment. The entire image has a blue tint.

Results

Massive growth in GIW program

For the 21/22 financial year, Bigfoot Fundraising helped generate for Children's Hospital Foundation's Gift in Will program:

- **646 Gift in Will leads** (at an average CPL of \$85) - qualified through Facebook Lead Forms and external Surveys with an estimated future value of \$3.3M
- **136** Gift in Will booklet downloads
- **275%** increase in the number of confirmed Gifts (45 vs 12) in Will (compared to the previous 12 months) with an estimated future value of **\$3M+**
- **173%** increase in the value of estates received.

In total, this has led to over **\$6 million** in estimated future income for Children's Hospital Foundation.

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Key takeaways

- Start and refine over time (don't chase perfection)
- Don't be afraid of what you don't know (Di)
- Testing is important - and there is a lot to test!
- Can't be turn on, switch off - think long term 'always on' approach
- It's better together - integrate digital with other areas (e.g. offline)
- Compelling content - stories and videos are key
- Nudge and move prospects down the funnel

Questions? Want to work together?

Let's chat! Reach me below:

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Thank you

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