

FIA Conference 2023

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Why do people include a charity in their will?

GIFTS IN WILLS

Dan Monheit & Aaron Zelman

Hardhat & Willed

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TRACK SPONSOR



THE PROBLEM

**NOBODY
WANTS TO TALK
ABOUT DEATH**

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NO WILL
NO WAY

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BEHAVIOUR CHANGE=

CAPABILITY + OPPORTUNITY + MOTIVATION

CAPABILITY



THE WILL & THE GIFT



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THE WILL



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THE GIFT



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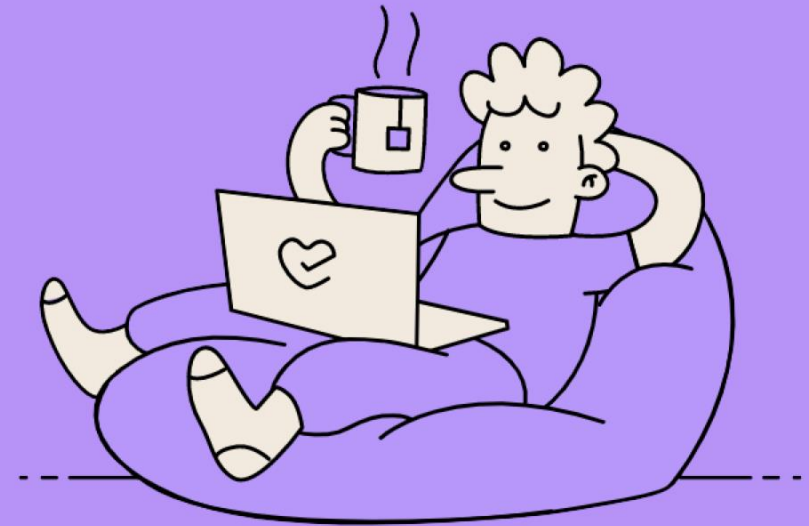
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OPPORTUNITY



VS



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OPPORTUNITY

AWARENESS, OR LACK THEREOF

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MOTIVATION

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MOTIVATION

**WE CHOOSE
THE THINGS
WE LIKE**

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willed

Dead Easy.

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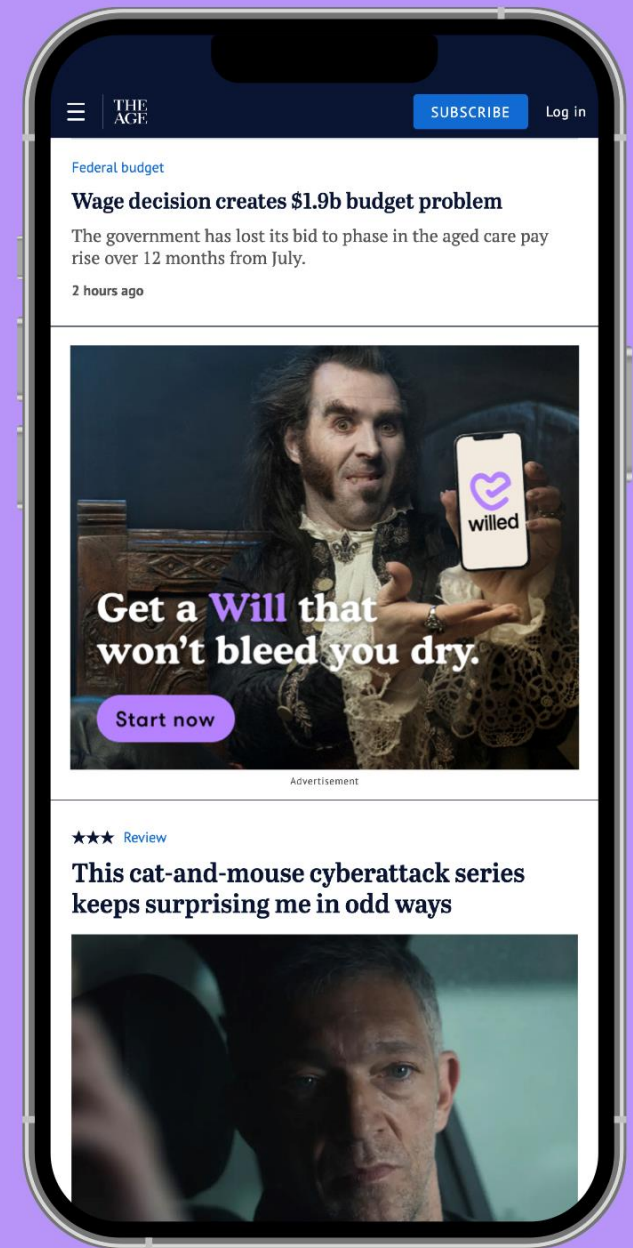
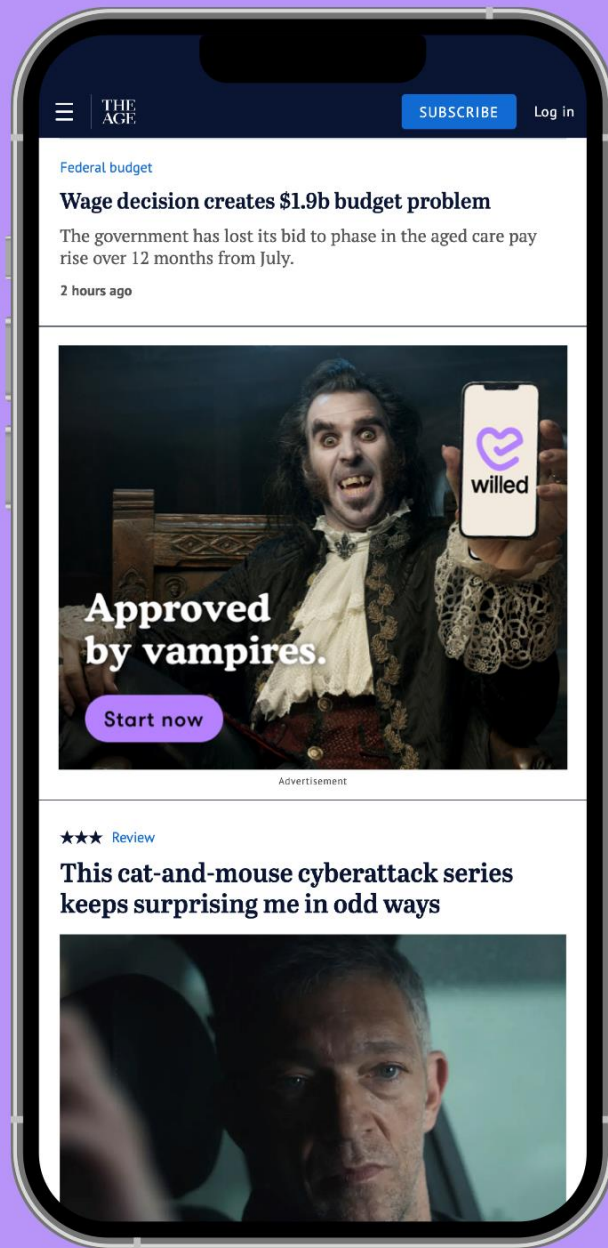
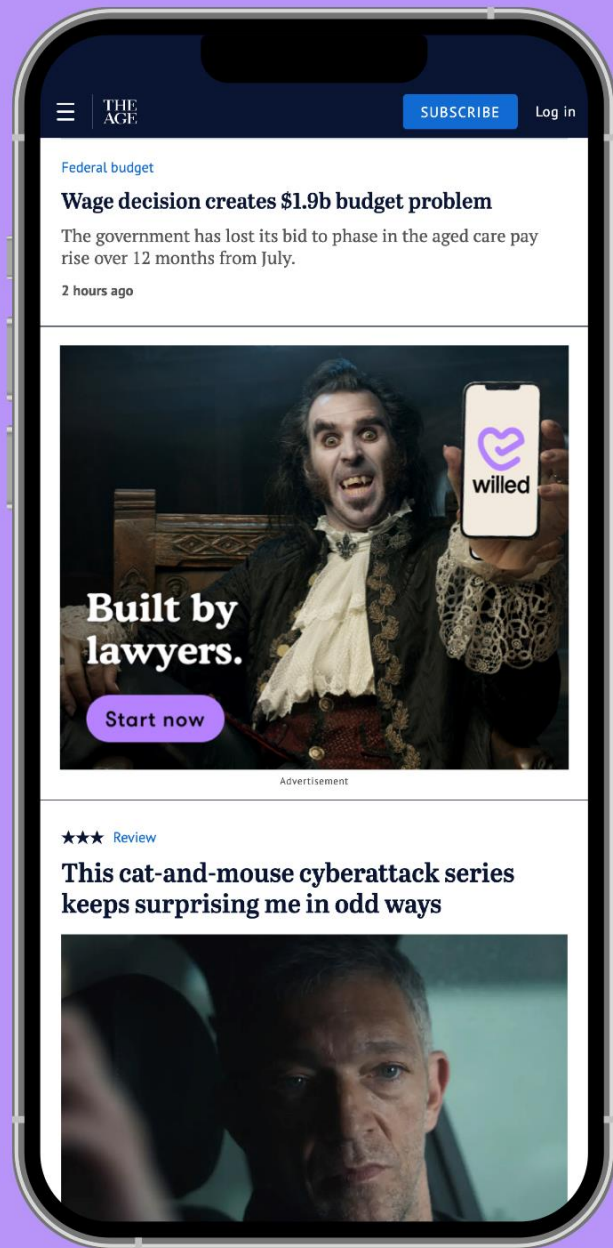
A billboard advertisement for Willed, featuring a vampire character with long dark hair, pale skin, and fangs, wearing a black suit with a white lace cravat. He is holding a smartphone in his left hand, displaying the Willed logo (a purple heart with a white outline) and the word "willed" in black. He is pointing towards the phone with his right hand. The background of the billboard is dark and moody. The billboard is set against a city street at night, with light trails from cars and buildings in the background.

Get a **willed.**
It's dead easy.
willed.com.au

Get a **willed**.
It's dead easy.

willed.com.au









10,000+

Tens of thousands of
Aussies have written
Wills with Willed



\$300M

Over \$300m has been
raised as besquests



REACH

Helped 'hard to reach'
demographics

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THE RESULTS



3X

More than three times
Increase in Will sales
and site traffic



20%

20% reduction in time
from registrations to
completed wills



NO MORE

‘Is this legit?’

A RECAP

**LETS
TALK
ABOUT
DEATH,
BABY**

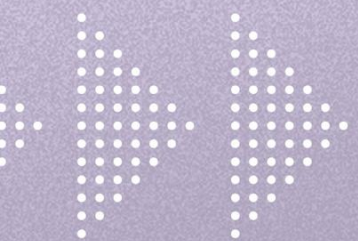
**SOMETIMES
THE RISKIEST
OPTION
IS PLAYING
IT SAFE**

**FROM
NICHE TO
MAINSTREAM
IN RECORD
TIME**

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Thank you

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