

## Gifts in Wills

the why. the will. the way.

Jane Blakeway

lutruwita/Tasmania FIA Fundraising Forum 2023





Activating a Gifts in Wills program

the why.

financial, cultural and social momentum





Australia is currently experiencing:

the largest intergenerational transfer of wealth - in history.

(ps. everyone is talking about it)

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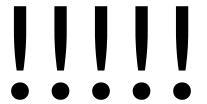
Policy

Economy

Inheritance

# Australia on the cusp of an inheritance tsunami

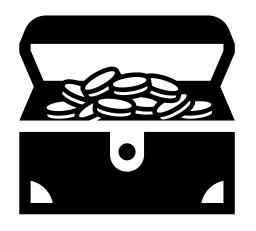
"Baby Boomers are expected to pass on an estimated \$224 billion each year in bequests by 2050..."



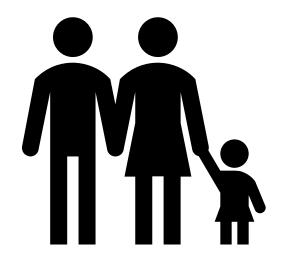


Other, more interesting considerations (in my opinion)

the SOCIAL and CULTURAL FACTORS

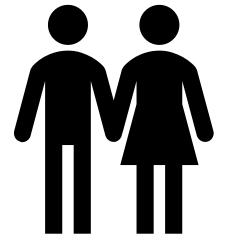












Committing to a Gifts in Wills program

#### the will.

a strong and determined desire to do something (good)

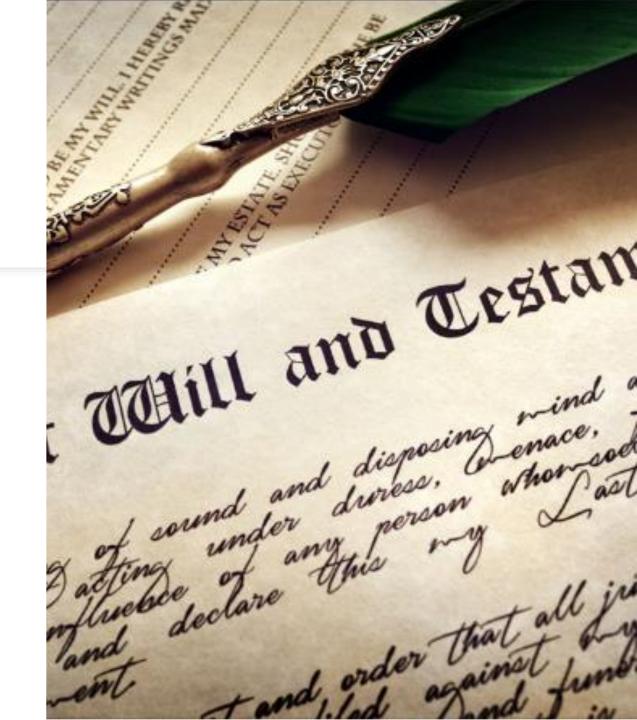


Dr Valery Ngwa (Menzies researcher)

## Organisation + Community



the (other) Will.



Managing a Gifts in Wills program

the way.

steps taken by the University



#### Activating a Gifts in Wills program

1

#### **Activation**

- Switched from caretaker mode to active management
- Conducted an internal review and created a strategic plan (Gifts in Wills roadmap)
- Implemented best-practice management and reporting measurements (focused on donor touchpoints, enquiries, bequests pledged as indicators of success)

2

### Cultivation and promotion

- Created a new Gifts in Wills brochure
- Completed a targeted and comprehensive mailout
- Implemented personalised communications approach with donors (authentic and individually tailored)
- Increased gift in will prospect and donor touchpoints (donor centric engagement)

3

#### **Stewardship**

- The Advancement Office continues to steward and nurture bequest donor relationships
- Commit to bespoke, donor centric practices
- Authentic approach
- Refresh the events program to be contemporary and relevant

4

## Build the Bequest pipeline

- Engage external and internal Gifts in Wills program advocates
- Build customised, onbrand photo and video stock library for multichannelled marketing approach
- Develop new Gifts in Wills website content
- Consider promotion of online Wills (targeted campaign)

2021

2022

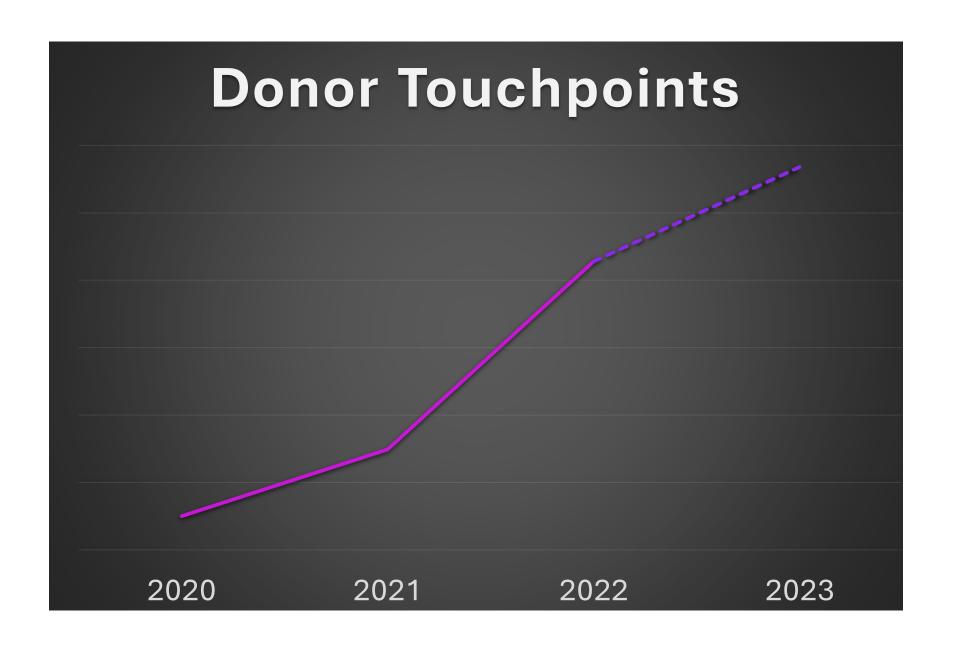
2023

2024

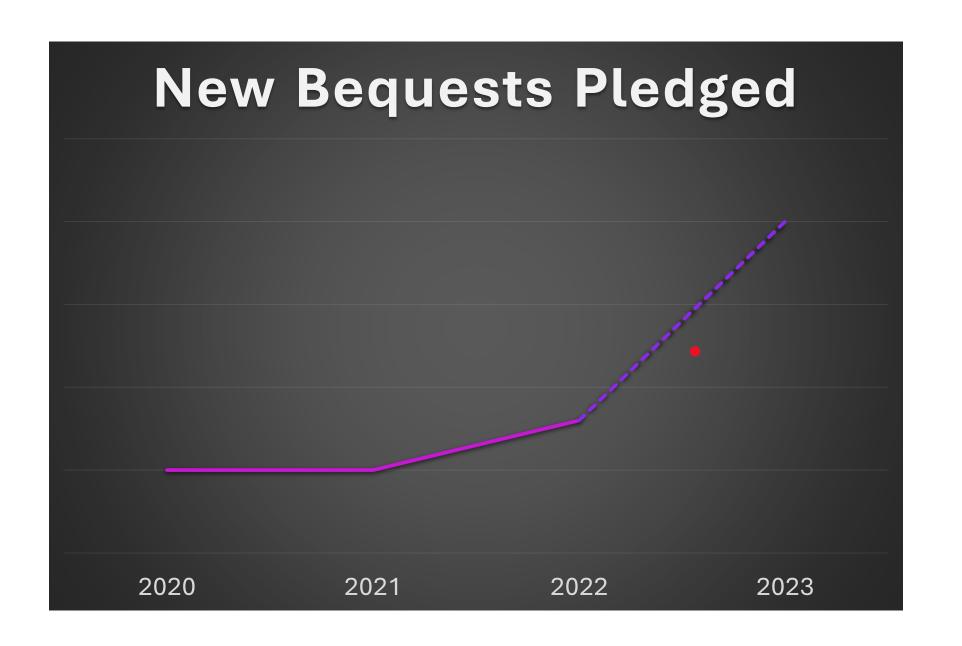
## Income from Bequests is unpredictable

but,

the efforts of today will influence future outcomes...









Thank you.

