Smee & Ford
Wilmington plc

freestylemarketing

Behavioural trends in legacy giving

A project to help you understand the behaviour of your supporters when leaving gifts in their Wills

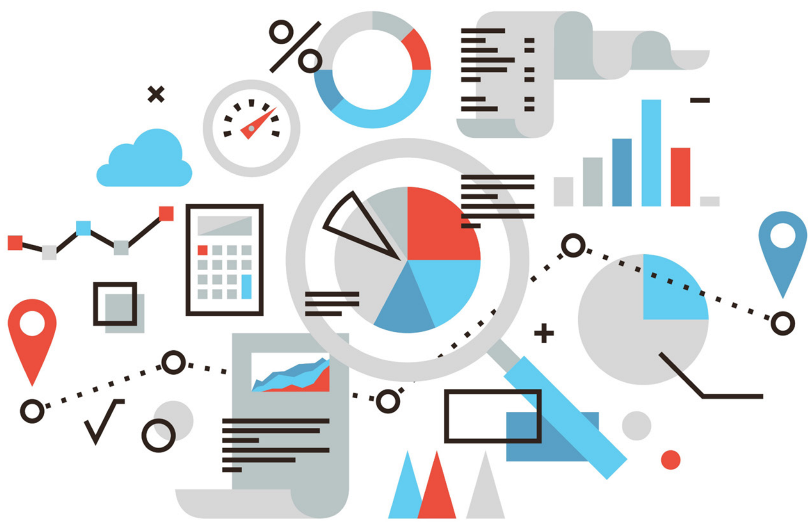
Benchmarking your success

This legacy trends project will explore the behaviour of your supporters in relation to legacy giving. It aims to benchmark your legacy effectiveness and give you a sense of any missed opportunities.

Examining the conversion of supporters to legators

This project is a joint venture between Smee & Ford and Freestyle Marketing that will use our unique database to provide an in-depth report on the behaviour of your organisation's supporters and legacy pledgers. It will also provide an analysis and benchmarking assessment on how you fare against peer organisations and:

- Help you understand your success in legacy stewardship
- Provide insight on who else your supporters are leaving a legacy to
- Explore whether you get more or less residual gifts than other charities
- Investigate any missed legacy marketing opportunities in your organisation
- Uncover who your supporters leave legacies to when they don't leave a legacy to you



Many charities have a sense of what percentage of their pledgers leave a legacy, but we want to create a robust industry benchmark that helps you understand how you perform against the sector. This project will help you understand your legacy bedfellows and whether you are over or underperforming in terms of residuary legacies – the key driver for sustainable legacy income.

In addition, we will explore those supporters who don't leave you a legacy but choose to leave a gift to another cause. This is the "missed market" and knowing key demographics and the scale of this can help you understand the effectiveness of your cause.

For more information contact Allan Freeman

Email: allan@freestylemarketing.co.uk **Phone:** 07957 344734

Knowledge and understanding to enhance future legacy performance

When it comes to legacy fundraising it can be difficult to measure ROI. Sometimes we don't fully utilise all of the data available. Taking part in this project will provide you with the knowledge and insight to gain an understanding of your deceased supporters' behaviour.

By exploring both your deceased legacy pledgers and your financial supporters, it's possible to examine and compare your legacy portfolio to others. We will delve into areas such as:

- What percentage of your legacy pledgers leave you a legacy gift and if this is higher or lower than other charities
- What percentage of your legacy pledgers leave legacy gifts to other causes
- The charities your supporters and legacy pledgers are leaving residuary legacies to
- The charities your supporters are leaving higher value legacies to

Having this information available will allow you to understand where you are performing strongly, as well as recognise areas where your performance is weaker when compared to the wider sector. If your supporters are leaving legacies to other charities and not yours, this data will help you build a case for legacy investment.

Equally, we are aware that a high proportion of legacy pledgers don't actually leave a legacy to your organisation. This project will shed insight into what legacies they do leave. If they are leaving a legacy to other charities in your causal area, that's a missed opportunity and perhaps your pledger supporter journey can be reviewed to drive better legacy loyalty. Alternatively, if your pledgers aren't leaving a legacy to any charity then it may be worth considering revisiting your pledger acquisition strategy to ensure you really have their commitment.

This project will unlock, package and present all of this insight to help you to drive your legacy strategy. As more charities are investing in legacy fundraising, only by fully using the data available can you stay best-in-class and a step ahead of the rest.

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The technical details – the data we need and how it works…

Aims/Objectives

This report has been designed to provide an overview and analysis of the behaviour of your organisation's supporters when it comes to leaving charitable bequests in their Wills.

Using Smee & Ford's comprehensive and unique probate database, we will match your deceased supporters and pledgers with the relevant Wills to produce a report on their behaviour when leaving legacies. Freestyle Marketing will then produce an analysis from the results to outline recommendations and provide context to the benchmarking.

The report will focus on both supporters and pledgers, to provide a wider view of the behaviour of your potential legators. The report will demonstrate the following key metrics:

- % of your pledgers who left charitable bequests to your charity only
- % of pledgers who left charitable bequests to your charity and at least 1 other co-beneficiary in the same causal sector
- % of pledgers who left charitable bequests to your charity and at least 1 other co-beneficiary in a different causal sector
- % of pledgers who left charitable bequests to other charities in the same causal sector
- % of pledgers who left charitable bequests to other charities in a different causal sector
- % of supporters/pledgers who left no charitable bequests

To further aid the analysis, a secondary part of the report will take an in-depth look at who is included alongside your charity when there are multiple beneficiaries. Breaking the co-beneficiaries down by causal area, you will be able to see who your supporters are also leaving money to and then benchmark it against the wider sector.

Requirements

To ensure the results are as statistically valid as possible across the project, we are requesting the following data from all involved, to maintain consistency.

- Only deceased* data for both supporters** and pledgers
- Minimum 2,000 records in each group and a maximum of 50,000
- 5 mandatory fields
  - First name
  - Surname
  - First line of address
  - Postcode
  - Gender
  - Legacy indicator (y/n)

*We are asking to only include those who have been deceased for more than 6 months.

**We are defining a supporter as 'an individual who has given financial support of £20 or more in the last 5 years'.

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Timeline

October 2019

Project launched and open for sign up

December 2019

Early-participation discount (10%) ends 13th December

January 2020

Closing date for participation is 17th Jan

All data to be submitted by 31st Jan

February 2020

Initial matching process to determine rates

April 2020

Reports circulated across the first week of April

Post-report forum/event

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Project Costs

The project has been designed to provide a bespoke report for each organisation involved, as well as access to the overall benchmarking report and post-project event. We are offering an early participation discount of 10% if you confirm your place before 13th December.

To make it as accessible as possible we have tiered the pricing based on annual **legacy income** (this will be the average income over the last 3 years).

Legacy Income	Smee & Ford subscriber	Non-Smee & Ford subscriber
£20m+	£5,995	£6,945
£5m-£20m	£4,450	£5,400
Under £5m	£2,950	£3,900

All prices are excluding VAT

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Research & Project Team

Mark Pincher

Mark is Data and Development Manager at Wilmington Group plc. His role involves driving product development across the Charity Financials and Smee & Ford portfolios, speaking to the sector to understand the insight requirements to be able to develop new products that benefit the not-for-profit sector.

Mark has over 20 years' experience analysing data on the charity sector. During this time, he has contributed to a number of publications such as Charity Funding Report, Top 3,000 Charities Guide, Caritas Magazine, CAF Charity Trends and Charity Market Monitor.

Allan Freeman

Allan started his career as a marketing analyst but moved into the world of direct marketing where he worked at WWAV (now RAPP) for many years across a range of business sectors, specialising in fundraising. In 2004 Allan set-up Freestyle Marketing and for the last 15 years has worked with a wide range of national and international charities helping them with their fundraising strategies and tactics.

Tom Gibbs

Tom is Business Development Manager at Smee & Ford. He has worked with charities to help improve and maximise their fundraising efforts since 2014. Using data to help advise on streamlining current strategy, Tom has worked with charities of all sizes to provide tailored recommendations that suit each organisation's specific needs.

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Smee & Ford has more than 125 years' experience in legacies. Our team reads through around 5,000 Wills each week, identifying and reporting any charitable content. This has enabled us to build an extensive database of legacy giving in the UK, with information on every bequest for each named charity mentioned in a Will since September 2012. Since then we have identified more than 30,000 charities that have been named in Wills.

This comprehensive data can be used to determine trends in the legacy market which can help charities forecast their potential future legacy income or help plan their legacy marketing strategy.

We have worked with over 50 charities on their legacy fundraising ranging from working globally with some of the biggest charities and also locally with smaller organisations. More specifically we have helped, UNICEF, Macmillan Cancer Support, RNLI, CRUK and Red Cross with legacy fundraising and Allan has been part of the Remember a Charity Executive steering group for 10 years. Anna honed her fundraising expertise in the education sector and for 7 years was a trustee at Meningitis Now.

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