Planned Giving tomorrow™

Planned Giving Marketing Ideas for All Fundraisers

Fall 2008

Editor: Viken Mikaelian, VirtualGiving, Inc.

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Welcome back to *the* source on planned giving marketing.

Okay, time to reach my hand over my shoulder and pat myself on the back. (I hope you do this for yourself sometimes, too.) The last issue got great reviews! Now the bar is set for our next jump.

What's inside this time? Plenty of information you can apply *today* to get results *tomorrow*. Some insightful, some fun, some irreverent, but all informative and useful.

Planned Giving Tomorrow is designed to be a win-win proposition: we put out a great publication that everyone wants to read; you get super information that helps you close more planned gifts. Your success builds our success.

– Viken Mikaelian
Email me feedback!
success@plannedgiving.com

Why Most Planned Giving Marketing Fails

"Response rates from newsletters are down! Attendance at my annual seminar is way off…" fundraisers tell us.

What did you think was going to happen?

Those old methods are simply not going to work anymore. While you weren't watching, the prospect pool has changed. They're more knowledgeable, more independent—and—skeptical, harder to reach and to persuade.

And yet, too many planned giving officers still have the mindset of 1968, when the world was changing and planned giving was news. *The world is different today*. Your prospects are awash in planned giving material—from you, from their college, from their kid's college, from their grandkid's school, from the National Association to Save the National Associations. So your safe, four-times-a-year, place-your-name-here newsletters aren't working anymore. In addition, your newsletters are drowned out by mailers from the supermarket next door, Chevy dealer, and thousands of coupons from Val-Pak.

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Who Are Your Bequest Prospects? (You Might Be Surprised)

John Foster

New data addresses some of planned giving's most persistent unknowns: How many of your prospects are likely to include a charitable bequest in their wills? What demographic/economic/charitable traits do those donors share?

Working from the Center on Philanthropy at Indiana University, researchers used data from over 2000 household surveys conducted within the last five years. One group of respondents was randomly sampled, and the second was from a targeted survey of

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Ethics

Doug White

Whenever the subject of ethics comes up, everyone scatters.

I'm convinced that the only reason my students at New York University show up for my lectures and classes on ethics, as the discipline relates to philanthropy, is that they are required to be there. At other presentations on the topic, planned giving council

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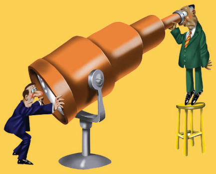
PERSPECTIVE

The End is Near. Again.

Viken Mikaelian



None of us is supposed to be here by now. In 1968, Stanford's Paul Ehrlich predicted that "In the 70s the world will undergo famines… hundreds of millions of people (including Americans) will starve to death." (*The Population Bomb*, 1968) A year later, Dr. Ehrlich wagered, "I would take even money that England will not exist in the year 2000." (The doctor lost his bet, but earned enough royalties to secure his retirement).

Does any of this remind you of the commonly accepted "wisdom" you're hearing today? Oil prices will skyrocket relentlessly, unchecked and indefinitely. The mortgage crunch will push housing down to 80s levels. Investment portfolios and IRAs will lose value forever. Martians will abduct major gift prospects…

Well now—what's a fundraiser to do? Hmm…

- Cut out mailings because of high postage rates;
- Don't visit donors because of high gas prices;
- Stop marketing gifts of appreciated securities, gifts of real estate and IRAs because the value of those assets in donors' hands may have declined;

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Planned Giving tomorrow™

Publisher:
PlannedGiving.Com, LLC

The views expressed in this publication do not necessarily represent the opinions of the publisher or editor.

Planned Giving Tomorrow™ is devoted to the art and science of marketing planned gifts. That's our specialty.

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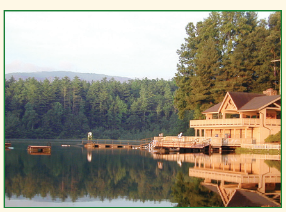

Ethics *from page 1*

meetings, for example, where the attendees voluntarily show up, they seem inclined to sit at the back of the room, dutifully taking notes but ensuring themselves minimal risk of actually engaging in what might be a conversation or debate. It's as if the topic is known to be important—somber even—but, like castor oil, to be taken sparingly and quickly. And then you're outta there.

But, for those who stay—and that includes senior staff and boards at the nonprofits where I've worked as a consultant—the topic, over the course of time, becomes not only relevant but important and urgent as well. At our best, it even becomes exciting. For ethics is not a silo of a discipline, something that we get to and then, once we've addressed the topic, put onto a shelf with the comfortable knowledge that we've been there and done that. No, ethics is not up and down and alone, but side to side touching on, and influencing, everything else a charity does. Not some things—everything.

Let's face it, except for the serious thought that went into writing the ethics codes at the National Committee on Planned Giving and the Association of Fundraising Professionals, the idea of ethics, as an active, engaging, and permeating part of what we do, falls well short of where it needs to be in our daily routine. It's as if our very signature under a statement indicating that a person will abide by the code fulfills our obligation. By simply signing on, we don't engage. By not re-reading what we sign each year, we don't endorse. We act as robots, intellectually apart from the real meat of ethics.

Far too many charities have long felt that what they do in some way should exempt them from public scrutiny; that the good they are meant to do for society is enough. So many fundraising professionals and executive directors are offended at what has become a fairly high level, at least relative to what's been the case in the past, of examination—and, as might naturally follow, skepticism. Yet the public (and donors) are looking at the hubris and holier-than thou attitude of the executive directors who feel it is their right to do whatever comes to mind with the charity's money.

When the errant leaders of charities (or anyone else) defend themselves by claiming they broke no law, they miss the point. They really do. At the Authors' Club in London in the early 1900s, John Fletcher Moulton, an English jurist, delivered an impromptu speech (which was reproduced posthumously in *The Atlantic Monthly* in July 1924) in which

Who Are Your Bequest Prospects?
from page 1

high net-worth households —so a mix of income and age levels was represented.

The bad news first. Charitable bequests totaled $17 billion in 2005 (estimated, *Giving USA* 2006). That sounds like an impressive total, but living donors gave an estimated $199 billion that year. Bequests haven't been growing, either. They seesawed slightly between $16.3 billion and $21.6 billion during the years 2000 to 2005, while gifts from living individuals rose steadily over those six years from $158.9 billion to $199 billion. Similarly, 67% of households report making a gift in recent years (Center on Philanthropy, 2003) while only 8% report having named a charity in their will (estimated, NCPG/*Giving USA* 2006).

What did the researchers find out about today's bequest donors?

Now, some good news. One in three of all surveyed respondents indicated that while they currently did not have a charity in their will, they would be willing to consider adding one. Of that overall group, those most likely to consider adding a charitable bequest were

- Aged 40 to 60;
- Currently giving more to the annual fund than prospects not considering a bequest;
- Holding at least a bachelor's degree; and
- Motivated by "doing good" and "doing what is expected."

Researchers also found that bequest expectancies also give more than twice as much money (over $2,000 more on average) in any given year than those who have not put a charity in their wills (no data on whether the annual fund donations are going to the same institutions the donors have remembered in their wills).

Income level, the researchers say, is not a primary determinant in bequest giving. The percentage of respondents who already have a charitable bequest varied only slightly (6.6% up to 10%) over income ranges from below $25,000 to over $100,000.

he defined society's three great domains. The two bookends of the three are Positive Law, where legislatures have written codes to legally limit human behavior, and Free Choice, where no one other than the individual claims authority over his or her own actions. The third domain, between the other two, is what he termed the domain of Obedience to the Unenforceable, "the obedience of a man to that which he cannot be forced to obey."

This is the mindset we need to nurture, in society at large but particularly at charities. Because neither government nor the for-profit business world was invented to hold claim to ethical behavior as its primary endeavor, the nonprofit world—the philanthropic segment of our society—must act not only as the protector, but the definer, of our society's ethical backbone. In that sense—that nonprofits exist only because they are supposed to do good deeds and that our actions should inform those of government and business (and not the other way around)—we would be better off thinking of ourselves not as American society's third sector, but its first.

If charities had better ethics policies—indeed if many had them at all—the difficult questions would have a better framework

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And over that same range of incomes, the percentage of respondents who said they would consider a bequest was not much less in the under-$25,000 group (28.4%) than it was in the over-$100,000 group (35.6%).

The big surprise, at least to traditional planned-gift marketers?

How young bequest donors and prospects are. Respondents aged 40 to 50 were the largest group naming a charity in their wills (the demographic bubble of the Baby Boom is a factor in this finding, of course). Similarly, nearly one-third of respondents aged 30 to 60 said they would consider a charitable bequest. That number began to drop sharply after age 60, with only 6.25% of respondents over age 80 indicating that they might add a charitable bequest. Segmented marketing may be helpful to fundraisers here, with messages targeted to seniors urging them to keep their estate plan up to date, and to add a charitable bequest in place of gifts to family that are no longer needed.

Note: The full report on this survey can be downloaded here: **plannedgiving.com/2665**
Original information authored by Emily Krauser, published by Campbell and Co.

8 Top Features of a Planned Giving Website

Discover how to make your website great or how to acquire one affordably:
plannedgiving.com/4656

In our Winter issue:

Fundraisers Causing Divorce Rates to Go Up

A New Resource for the Planned Giving Community

Women and Planned Giving

Hiring Pro Bono Help

and more...

Do you have a planned giving "elevator speech?" Download it here (it's free): plannedgiving.com/speech

FACTOIDS

• In 2011, the oldest baby boomers will turn 65 and on average live to 83.

• One in four of us is a boomer, the largest population group in U.S. history. One of us turns 60 every 7 seconds.

• Boomers comprise 28% of the population, nearly 3 in 10, with $1 trillion of disposable income.

• Half of all boomers and 2/3 of younger boomers have children under 18 living in their household. More than one third of them care for an older parent.

• Nearly a third of boomers (25.8 million) volunteered for a formal organization in 2005. At 33.2%, the volunteer rate for baby boomers is the highest of any generational age group, and more than four percentage points above the national average of 28.8%.

• A typical boomer volunteer serves 51 hours a year.

• Volunteering tends to peak at mid-life, around the current age of baby boomers.

• They are less likely than older age groups to volunteer out of a sense of duty or obligation; instead see volunteering as part of social interaction.

• Four out of five boomers see work as playing a role in their retirement years:

—Of U.S. workers over 45, 69% plan to work during retirement, with only 28% expecting not to work at all.

—More than 75% of workers 45+ feel that work is important to their self-esteem.

• **Most boomers will die from a bizarre disease in 2009.** (Read *The End is Near, Again.* – page 1)

Ethical Dilemma Response

Last issue, we told you about a woman having a problem at work:

End of the Trail

by Bill Harrison (d83b@cox.net)

As the associate director of development, you have watched your boss on several occasions pad his expenses. Once, when confronted, he became angry and said all the expenses were for donor cultivation. Lately, these padded items have included gifts for a woman, expensive dinners and weekend jaunts. You know this is stealing, but the only way you can make it stop is to go over your boss's head and talk to the CEO. If you talk to the CEO, and it turns out the expenses really are for donor cultivation, you will probably lose your job. You are a single mom with two small kids and need this job. You're losing sleep over this.

We would like to know what action you would you suggest for the associate director:

1. *Confront her boss again?*
2. *Go over his head to the chairman of the board?*
3. *Risk her health by keeping mum?*
4. *Resign?*

Our favorite response:

What's your real motivation, as the associate director of development, for ratting out your boss for allegedly stealing company funds with improper expenditures, misrepresented as donor cultivation expenses? Do you want his job? Or do you just want to see him fired? Is such auditing in your job description? Or is this just an irresistible moral imperative on your part to stamp out crime? (I'm strongly opposed to dishonesty, by the way.) If I were you, I'd keep my eye on the ball, do my job, and presume that he'll eventually be caught (if, in fact, he's guilty as you have charged). Leave tattle-telling behind you on the children's playground. If you're losing sleep over this issue, move on. But what will the next windmill be in your new job?

Charles R. Murray, Little Hill Foundation
Blairstown, NJ

Wear Out Your Shoe Leather, Not Your Chair Cushion *Viken Mikaelian*

It was one of *those* client phone calls. A Monday-Morning Special.

"We've always had good results from our VirtualGiving website," came the pleasant voice. "But we have a new director and she's decided to rewrite all marketing materials herself. Website, ads, newsletters, all brochures…" she trailed off apologetically.

This is not worth an argument, I told myself, watching a beautiful deer stroll past my window in Valley Forge, PA—but I tried one anyway. "Doesn't she know her time is better spent getting out and meeting prospects? She'll spend half a year behind a desk writing and editing copy."

"You're right, I know you're right, but we can't change her mind." And that was that.

Friends, it's time to stop hiding behind your desks. DIY (trendy acronym for "do-it-yourself") won't help your organization, your prospects—*or your career.* Let's look at time-wasters the new director is putting in the way of doing her job—cultivating prospects and closing gifts. For her new planned giving website alone:

- She will have to write technically accurate and *compelling copy*, then edit it, and then send it up and down the review chain, including legal. Everyone's opinion will mean a re-write.
- There will be another round of editing before her graphic layout is approved. ("But, this doesn't match our template...")
- After copy and design are approved, she will sit down for lengthy sessions with IT (she wants logical navigation and wayfinding to guide her site's visitors; IT isn't sure what that means but has 12 jobs waiting before it can even get to hers).
- The site is up! Congratulations. Now, remember to keep that web presence fresh with new donor testimonials, rate changes, tax updates, etc!

Why go through a grind like this, *when you're getting paid to burn shoe leather going to your prospects' front doors?* Are you trying to cut costs? Convinced you can do it better than anyone else? Following an old playbook? (First, study planned giving; then sell your Board on it; then assemble an Advisory Committee; then write your marketing; then wait for responses.) Let me try to kick

Why Most Planned Giving Marketing Fails

from page 1

So what's a PGO to do? Here are seven action-steps:

1. Stop telling your prospect you're waiting for him to die. What's the third sentence of every promotion you mail out? "When you or your beneficiary dies, the remainder will come to us here at Happydale."

Okay, most elders have come to accept that death is creeping up. But why should you be the face of the grim reaper?

If you're promoting features of a planned gift, then you're telling your prospects how it works (not what it does for them and for you) —this means what they'll hear is that *the sooner they kick off, the sooner you'll get their money*. You might as well be selling cemetery plots.

Focus on *benefits* and *results*. The benefits and results of a planned gift are immortality: *your vision, and your name, can live on forever...* That's what your marketing must convey. Leave the re-hash of tax-law update you picked up at the last PG seminar for e-mail flame wars with your cross town buddy Chett, who was sure that his lead trust was bigger than yours.

2. Use the right tools. You can't cut wood with a hammer. Your prospects are inundated with over 3000 marketing messages a day—so they're not sitting on the edge of their seats waiting to read your newsletter on how to part with their wealth after their death. *An assembly line product just won't make it to the top of their to-read pile any more.*

What to do? Provide alternatives such as retirement planning advice or how they can protect their documents while abroad. Improve your newsletter's appeal with stories of donors (get permission!) with whom prospects can identify. Send out our document titled *8 Pitfalls in Writing Your Will**, for example, and supplement it with giving information.

Since *traditional* planned giving newsletters don't get read (today's prospects are active; they might get to your newsletter between working on their '72 Chevelle or chasing after grandkids at the zoo), use *creative postcards*. You'll gain *precious seconds* while they scan your message—instead of tossing an unopened envelope from "The Office of Development" into the trash. (You could put *shred immediately* on the envelope and get better readership.)

* plannedgiving.com/8pitfalls

aside some of the barriers that are keeping you from getting out of your office:

Cash costs. Think that by doing it yourself you'll save money? You won't. Many operations spend six to eighteen months getting self-designed websites operational, only to be less than satisfied with final results.

Opportunity costs. Developing marketing tools in-house incurs opportunity costs in the form of contacts not made, prospects not visited and gifts not closed while you and your staff were doing busy work. Doing it yourself means turning yourself and your staff into part-time copywriters, graphic artists and Web designers. Is that an efficient use of your time and skills?

I can do it better. Maybe so. But fundraising isn't a hobby, it's your job. You're being paid to prioritize your talents to build your organization's financial strength. Which of the tasks that you could do this morning will best achieve that goal?

Control Issues. Our recent survey showed a very high correlation between prospects visited, gifts closed, and the salary of the PGO. It makes sense. So why do some fundraisers obsess over back-office issues? *Be entrepreneurial and let go!*

Minutiae can keep you behind your desk while you try to make every ad, every gift description, every year-end letter, "perfect." Meanwhile life, and your prospects, are moving on. *We tell our clients to strive for excellence, not perfection.*

I'm following the playbook. Planned giving is no longer news to your prospects. They've heard from ten different sources by now about how gift annuities work. So you don't have to listen to thirty-year old advice about launching your planned-gifts campaign in slow motion.

…*And don't get me started* about waiting to go public until you have *Gift Acceptance Policies* in place. Yes, it's useful to have written guidelines about who does what when a prospect offers you an out-of-the-ordinary gift like like an igloo farm in the north pole. But that can wait just a bit, can't it?

Procrastination. Anxious because you don't know the gift plans? It's okay; we understand. You can brush up! (*see ad p. 7*) But do not let it turn into an excuse. After all, Mrs. McGillicuddy isn't all that tough, and she'd love a visit from you. Go on, pick up that phone, then wear out your shoe leather.

3. Stop following hype. "I can contact 8000 prospects with my Send key. And it's cheap!"

Actually it's not. Consider costs incurred after the e-mail blast. At first the response may be fine. By the third contact most emails will be deleted. And many recipients will be annoyed by that unwelcome blast. *Remember, most Americans (78%) still prefer their information via US mail.* When they're being asked to consider a gift, I bet even more feel that way.

What's worse? Automated planned giving marketing services that send out the same email blasts for all their clients. It's possible that prospects and advisors can receive the same piece from 12 different non-profits. If you go down this path, you deserve what you get (nothing).

Solution? Instead of an email blast, piggy back on other e-marketing initiatives at your organization, and talk about how creative gifts (i.e., planned gifts) can help *achieve your mission and their vision for a better world.*

4. See what you say and what you do through your prospect's eyes. The next time you decide to stir up your prospects by offering "exciting" planned giving articles on your website (I get chills just thinking about what your prospect did with his life insurance), *sit down and reflect:*

Your website is not *Entertainment Weekly*, and prospects will not re-visit it daily to learn the latest scoop on unitrusts. (Okay, if they do, either they're a retired planned giving officer or you *really* need to offer more volunteer opportunities.) We hate to admit it, but to the average civilian, planned giving is boring…

Your prospects want personal, relevant information they can use. They also want to know how their gift will help you (yes, *you*). Your institution possesses a unique advantage and you have a special relationship with your prospects because of *your mission and the fine way you carry it out*. Harness the power of this relationship with mission-driven marketing.

5. Focus on marketing, not fundraising. No, this wasn't covered in the *How to Impress Your Boss with Esoteric Trusts* seminar you took. Planned giving is more the art of marketing than the science of fundraising. Your resources should be focused on marketing and yes, "sales" (the dreaded word) and less on teaching how gift plans

Continued on back cover

To Junk Mail, or Not to Junk Mail…

Is *that* the question?

Over 900,000 consumers have opted at CatalogChoice.org to have catalogers stopped from sending them junk mail. Wow, that's a lot of people!

But not really when you consider that over 103 billion pieces of junk mail were sent out in 2007. That makes 0.000000084% complainers. This is good news since the US economy relies on direct mail (*as well as* many jobs at the postal service!)

So, to Junk Mail or Not?

It's not that simple, because what's junk to one person is not junk to another.

For example, I like Brookstone or the Sharper Image and it's not junk mail for me; my wife loves Macy's. But everything sent to me by Val-Pak I toss out. I am simply not interested.

Become a Welcome Guest Rather Than an Annoying Pest

- Use sophisticated list selection when mailing to prospects. This way you know the recipients will like what they get.
- Send mail with appearance markedly different from typical commonly used formats.
- Spend your time on composing and delivering the *right message*. Graphic design, font type and size, colors, etc. *are a far second.*

Direct mail is still, by far, the number one way your prospects want to hear from you. In the commercial world, $1 spent on media advertising returns $5 in sales; however $1 put into direct mail returns $7 to $15. Learn from and copy the experts!

Of course, not all direct mail is equal. More on this in our article *Why Most Planned Giving Marketing Fails* (page 1).

Ethics *from page 3*

within which charities could determine answers. The answers will differ at different charities, but the framework for making decisions is woefully inadequate, and so decisions are made on the basis of convenience or personal perspective.

An ethics policy—as with any other set of policies at a charity—is not a reiteration of legal limitations (following the law is not voluntary and is therefore not a policy) and it is not the copied decisions made at other organizations. Each charity has its own ethos. Often, a question whose answer seems obvious at first glance, because of an enforced ethics policy, may be answered quite differently from one charity to another.

In late 2002, the Salvation Army refused a $100,000 gift from a man who had acquired the money by winning the Florida state lottery. The charity explained that the gift came from gambling, and its policy was not to condone the activity in any way, in part because the Salvation Army counsels people whose lives have been broken because of an addiction to gambling. When I tell this story to charity boards and senior staff, not one person has ever said he or she would refuse the money. That's fine, of course, because clearly not all charities worry so much about where the money comes from—and I too often take the position that the devil's had it long enough—but there is something comforting about the Salvation Army's decision to put its principles ahead of money.

Another charity, one with which I once worked, had a policy to reject all corporate gifts. Difficulty came when it became known that a small corporation had been donating for years. The gifts were among many per year and the administrative system was unsophisticated, so the charity hadn't noticed that the gifts were from a company. When the matter came to the charity's attention, the dilemma was to decide if all corporate gifts would be rejected or only large ones, those that might be perceived as having an impact on the charity's actions. To say that no corporate gifts would be accepted would—if "no" has any meaning at all—mean that even the smallest gifts would have to be returned. But if small corporate gifts would be accepted, then, despite having to change what had become an almost identifying slogan, the charity could not ethically say that it accepted no corporate gifts.

The lesson here has nothing to do with whether an organization should take the money—although the decision one way or the other is an important outcome—but that the process of ethical decision-making involves a deep examination of a charity's values and then applying them to situations as they arise. Without that process, decisions can be all over the place and often, as measured against the charity's stated values, contradictory.

Ethics is not, as the technocrats among us—especially in the field of planned giving—claim, the soft underbelly of the real business of raising money. It's just the opposite: Ethics is the real thing. And everything else is subordinate. There's no point, for example, in knowing how to zero out a lead trust's calculated remainder value if the result of the plan is to pretty much ensure that the heirs will in fact receive very little from the exercise. The technical knowledge is crucial to the process, but it is subordinate to the broader ideal of doing what's right.

Furthermore, in a world where at least one recent poll shows that a majority of the public feels that the ethical standards at charities aren't very high, wouldn't it be nice to add to all the other marketing materials about the good work charities do and gift plans to support that work some discussion on the amount and quality of thought they have given to how they do their work?

We cannot, in all our fundraising glory, become technical giants while at the same time act as ethical midgets.

Doug White lives in Washington, DC. He is a consultant, author and professor. His most recent book is "Charity on Trial" (Barricade Books 2007).

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The End is Near. Again. *from page 1*

- Delay launch of an endowment campaign because prospects are too nervous to give assets away.
- Convince Obama and McCain to join AFP.

Or, you can stop standing by the dry water hole, fine-tune your marketing and move forward. Remember—the worst marketing sin (I've identified 13) is to start marketing, lose heart, then stop. Such *binge* marketing makes your prospects lose confidence and it becomes harder to get them to take you seriously.

Take a deep breath and ***stop following the herd***. Planned giving is situated to take the long view *even if* the economy falters. Prospects will continue to age (and more so than ever before, as Baby Boomers turn 60 every 7 seconds), contemplate how to dispose of their property, and reward the institutions that have made a difference in their lives. Individuals will continue to seek out creative ways—especially charitable gifts—to reduce tax bills. Collectors will keep on giving art, entrepreneurs will set up lead trusts, farmers will donate conservation easements, eccentric old ladies will give their Barbie Doll collections...

(And here's the wild card: what happens to planned giving if capital gains goes back up to 28% in 2009?)

Here are some practical ways to shift the emphasis of your marketing to take into account changing economic conditions:

- Prospects worried that the value of a stock they own will soon decline can give it to you in return for a gift annuity. Their annuity payments will be based on the value of the stock at the time they made the gift. So even if the price of the stock *does* later decline, their income will be unaffected (or, given relatively high CGA payout rates, may increase). *And even remind them they will live a longer life because of a CGA!* 🙂
- In uncertain real estate markets, a retained life estate may benefit your organization more than an outright gift of property or a charitable bargain sale.
- You have prospects who are still earning high salaries, even if the value of their investments has declined. Remind them that if they donate cash, they can deduct up to 50 percent of their adjusted gross income, while their charitable deductions are limited to 30 percent of AGI for gifts of appreciated property.

THINK BIGGER *Especially* WHEN OTHERS ARE THINKING SMALL

Bottom line? Don't surrender to doom and gloom, and don't stew in an "Oh, what's the use?" funk. Unless, of course, your marketing plan was written by Paul Ehrlich. In 1971, Dr. Ehrlich told an interviewer, "When you reach a point when you realize further efforts will be futile, you may as well look after yourself and your friends and enjoy what little time you have left. That point for me is 1972." (*Look*, 1971)

Aren't we glad Ehrlich wasn't a fundraiser? He opined, "Actually, the problem in the world is that there are too many rich people." (AP, 1990)

Quotable Quotes

There cannot be a crisis next week. My schedule is already full.
– Henry Kissinger

Win Three Million Dollars.

Now that we have your attention, the first 20 respondents to this notice will get a gift certificate at Starbucks (or a check for $25).

Do you have a war story to share? A fundraising disaster? An unusual situation your peers could benefit from? A gift that went sour? A lesson learned? How about a warm and fuzzy anecdote about a donor relationship that turned into a life-long friendship?

E-mail us:

success@plannedgiving.com

We'll publish it with your name attached, or anonymously if you wish. But please, do it now.

Dead Wrong Marketing: THE 13 SINS

Sin No. 1: We're telling the prospect we can't wait for him to die.

Sin No. 8: We're targeting the wrong prospects.

All 13 Sins, and how to save your program from them, were recently detailed in a lively presentation at the National Conference on Planned Giving in Dallas, TX. If your local fundraising group would enjoy a live, personal presentation as well, visit:

"Intense, interesting, practical, passionate, compelling."

virtualgiving.com/seminars
or call 800-490-7090.

Why Most Planned Giving Marketing Fails
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work. *What are you selling?* The mission and vision of your organization and the excitement and hope it provides. ***That's huge***. Help your prospects be part of ***that***. Always focus on getting yourself in the prospect's door. After all, what good is it if you know how to skip a generation, replace assets with life insurance and flip their trust if you can't get them to sit down with you for coffee?

6. Stop chasing the wrong people. Do you know where (and who) your prospects are? If you're still mailing to everyone, to just old folks, or all the wealthy ones, *you don't*. Your prospects are the ones who have consistently supported you *year after year*. Go for loyalty and communicate with that group often. *They want to see their legacy live on*. They are your acres of diamonds (covered in-depth in our last issue).

By narrowing your list and mailing to them often, you'll get better results than mailing less often to a larger group... even if, because of chance, you miss a few prospects by not mailing to the larger group. There are proprietary tools out there (such as PG-*Finder*) that identify your best prospects based on donor loyalty. The likelihood of a planned gift from a prospect identified through these tools is far, far greater than through traditional means. So, unless you have an unlimited budget for postage, select a highly-targeted group, and mail to that group early and often. Better yet, *select an even more highly targeted group and wear out your shoe leather (p. 4)*.

7. Stop binge marketing. "Oops... business is slow, I better send out a mailing." Sound familiar? It's the classic cry of a binge marketer. If you find yourself in the middle of a quiet spell thinking a few actions here and there between visits to your boss' office to increase your budget for your newsletter will get things moving again, *it won't*.

Successful programs maintain consistent marketing. A little bit of this, a little bit of that is reactive and unproductive. Result? You'll miss out on long-term benefits of a smooth, strategic and stable giving program.

Let's be clear about this: marketing is not rocket science. *But it takes time to work*. Frenetic, desperate actions intended for short term results come across that way, making you look like an organization in panic. That is *not* the way to build trust and confidence—*it's exactly opposite of the message that gets gifts*. And this lack of composure easily reveals itself to prospects in more ways than one. Most are weary of donating to organizations in perpetual crisis, and your appeal will be tuned out while they turn up their iPod®.

If you say, "I don't have time," *that's the first sign* that you're running a reactive campaign. Immediate solution? *Outsource*. Your return on investment will be worth it—not just for your organization, but for your peace of mind as well.

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