Words That Work
Phrases that encourage major & planned gifts
Results from 20 survey groups including over 14,000 total participants collected during with one goal:

To uncover the messages and phrases that **work** to encourage planned & major gifts
Philanthropy as synthetic family

Philanthropy is a SOCIAL act using the mechanisms of FAMILY bonding
Philanthropy uses family bonding mechanisms

- Charitable giving is rewarding (like receiving money)
- But uniquely involves oxytocin-rich social attachment brain regions (used in maternal and romantic love)

“donating to societal causes recruited two types of reward systems: the VTA–striatum mesolimbic network, which also was involved in pure monetary rewards, and the subgenual area, which was specific for donations and plays key roles in social attachment and affiliative reward mechanisms in humans and other animals.” Moll, et al (2006) PNAS 103(42), p. 156234.
Philanthropy uses family bonding mechanisms

Increasing neuropeptide “oxytocin” – a family bonding hormone – increases giving

Human touch, when followed by a small gift, elevated oxytocin levels AND subsequent charitable giving.

The strongest predictor of charitable bequest planning is childlessness.

Philanthropy is a “social act”

Charitable giving generated greater activation in brain reward centers (ventral striatum) when observers were present.

Philanthropy as synthetic family

Philanthropy is a SOCIAL act using the mechanisms of FAMILY bonding
Build *family-social* relationships, not *market-contract* relationships

Do you **call**?
Do you **write**?
Do you **visit**?

Are you closer to extended family members who do these things?
Family words (simple language and life stories) outperform formal words (technical, contract, market terms).

Philanthropy is a SOCIAL act using the mechanisms of FAMILY bonding.
Market Realm (exchange)
I engage in transactions by formal contract

Avoid market language
Formal, legal, or contract terms

Social Realm (identity)
I help people because of who I am

Use family language
Stories and simple words

Would you say it in a normal conversation with your grandmother?
Describing a CRT

Make a gift
where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

Make a transfer of assets
where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

Different groups rate their interest after receiving different descriptions

Does it make much difference?
Transfer of assets: where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

Make a gift: where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death.

<table>
<thead>
<tr>
<th>Interest</th>
<th>Make a transfer of assets</th>
<th>Make a gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interested now</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td>Not now, but in future</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>Will never be interested</td>
<td>32%</td>
<td>20%</td>
</tr>
</tbody>
</table>

2014 Survey (A/B) 1,101 Respondents
Describing a CGA

Make a gift
and in exchange receive a guaranteed lifetime income from the charity.

Enter into a contract with a charity where you transfer your cash or property
and in exchange receive a guaranteed lifetime income from the charity.

Does it make much difference?
**Contract**

Enter into a contract with a charity where you transfer your cash or property and in exchange receive a guaranteed lifetime income from the charity.

**Gift**

Make a gift and in exchange receive a guaranteed lifetime income from the charity.

---

**2014 Survey (A/B)**

1,101 Respondents

- **Interested now**: 29%
- **Not now, but in future**: 44%
- **Will never be interested**: 44%
Formal terms lower charitable interest

2014 Survey, 1,417 Respondents, Group F/G

<table>
<thead>
<tr>
<th>Interested Now</th>
<th>Will Never Be Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Get an immediate tax deduction and still receive income from your investments for the rest of your life by making a gift where you control the investment of the assets, but anything left over goes to charity at your death.

Get an immediate tax deduction and still receive income from your investments for the rest of your life by making a gift using a “Charitable Remainder Trust” where you control the investment of the assets, but anything left over goes to charity at your death.
Formal terms lower charitable interest

2014 Survey, 1,418 Respondents, Group F/G

Interested Now

50% Receive a tax deduction and make a gift that pays you income for life

23% Receive a tax deduction and make a gift that pays you income for life called a “Charitable Gift Annuity”

Will Never Be Interested

8%

19%
Formal terms lower charitable interest

<table>
<thead>
<tr>
<th>Interested Now</th>
<th>Will Never Be Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property, but keeping the right to use it for the rest of your life.

| 15%            | 30%                      |

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property, using a “Remainder Interest Deed” but keeping the right to use it for the rest of your life.

2014 Survey, 1,422 Respondents, Group F/G
Formal terms lower charitable interest

2014 Survey, 1,246 Respondents, Groups D/E

<table>
<thead>
<tr>
<th>Interested</th>
<th>Will Never Be Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Now</td>
<td></td>
</tr>
<tr>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>Make a gift to charity in my will</td>
<td>Make a bequest gift to charity</td>
</tr>
<tr>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>
## Drop in “Interested Now” with formal terms

<table>
<thead>
<tr>
<th>Phrase</th>
<th>Women</th>
<th>Men</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>“bequest gift”</td>
<td>-14.2%</td>
<td>-7.3%</td>
<td>-13.0%</td>
</tr>
<tr>
<td>“Enter into a contract with a charity...”</td>
<td>-19.2%</td>
<td>-11.8%</td>
<td>-9.7%</td>
</tr>
<tr>
<td>“using a Remainder Interest Deed”</td>
<td>-12.6%</td>
<td>-9.3%</td>
<td>-7.4%</td>
</tr>
<tr>
<td>“called a Charitable Gift Annuity”</td>
<td>-25.6%</td>
<td>-26.9%</td>
<td>-20.1%</td>
</tr>
<tr>
<td>“using a Charitable Remainder Trust”</td>
<td>-12.9%</td>
<td>-14.7%</td>
<td>-10.2%</td>
</tr>
<tr>
<td>“Make a transfer of assets...”</td>
<td>-12.0%</td>
<td>-12.8%</td>
<td>-4.9%</td>
</tr>
</tbody>
</table>
Giving Before and After Adding Charitable Beneficiary to Estate Plan

9,439 observations from a nationally representative longitudinal study

- $4,210 average annual giving pre-plan
- $7,381 average annual giving post-plan
- +$3,171 average annual giving increase

Before -8 years
Before -6 years
Before -4 years
Before -2 years
Mixed
After +2 years
After +4 years
After +6 years
After +8 years
What job titles work best for donors?
<table>
<thead>
<tr>
<th>Would definitely contact</th>
<th>Very likely to contact</th>
<th>Somewhat likely to contact</th>
<th>Somewhat unlikely to contact</th>
<th>Very unlikely to contact</th>
<th>Would never contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who at the charity are you more likely to contact?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Gift of stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Real estate gift</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Charitable gift annuity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Gift in a will</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5,621 People Surveyed.
Each person chose from only 13 titles for each scenario. Scenarios and titles were rotated among ten different respondent groups balancing alphabetical and reverse alphabetical title order.
Tested 71 Titles

Chief Advancement Officer: Advancement Development; Business Development; Campaign; Charitable Estate Planning; Development; Donor Development; Donations Consultant; Donor; Donor Assistant; Donor Counselor; Donor Ombudsman; Donor Relations; Estates; Executive; External Relations; Finance; Financial; Financial Advisor for Donors; Fundraising; Gift Planner; Gift Planning; Individual Giving; Institutional Advancement; Leadership Gifts; Legacy Planning; Major Gifts; Philanthropic Strategist; Planned Gifts; Planned Giving; Real Estate Gifting; Resource Development; Special Gifts; Stewardship

Director of Advancement: Advancement Development; Advancement/Planned Giving; Annual Giving; Charitable Estate Planning; Charitable Planning; Complex Gifts; Development; Development & Marketing; Donor Advising; Donor Assistance; Donor Development; Donor Relations; Donor Guidance; Estate & Gift Planning; Estates; Finance; Fundraising; Institutional Advancement & Gift Planning; Institutional Advancement; Legacy Planning; Major Gifts; Major Gifts & Legacy Planning; Personal Philanthropy; Philanthropic Opportunities; Philanthropy; Planned Gifts; Planned Gifts & Grants; Planned Giving; Planned Giving & Estate Administration; Planned Giving & Finance; Planned Giving Development; Resource Development; Stewardship; Stewardship & Development; Trusts & Estates; Trusts, Estates & Gift Planning
Suppose you receive $100,000 in corporate stock from a relative. You are considering gifting some of these shares to a large charity, but you want to do it in a way that saves the most taxes. Who at the charity are you more likely to contact?
### Best 10 Titles (of 66 tested)
1. *(do)* Planned Giving & Finance
2. *(co)* Financial Advisor for Donors
3. *(do)* Donor Advising
4. *(do)* Institutional Advancement & Gift Planning
5. *(do)* Trusts, Estates & Gift Planning
6. *(co)* Donor Relations
7. *(do)* Estate & Gift Planning
8. *(co)* Donor Officer
9. *(do)* Donor Guidance
10. *(do)* Charitable Planning

### Worst 10 Titles (of 66 tested)
1. *(do)* Advancement
2. *(co)* Advancement
3. *(co)* Business Development
4. *(co)* Real Estate Gifting
5. *(do)* Institutional Advancement
6. *(co)* Institutional Advancement
7. *(co)* Campaign
8. *(do)* Development Marketing
9. *(co)* External Relations
10. *(do)* Development
How big of a difference?
Gift of Stock

<table>
<thead>
<tr>
<th>Would Definitely Contact</th>
<th>Would Never Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Director of Donor Advising</td>
<td>18%</td>
</tr>
<tr>
<td>Chief Donor Relations Officer</td>
<td>7%</td>
</tr>
<tr>
<td>Director of Advancement</td>
<td>7%</td>
</tr>
</tbody>
</table>

2014-2015 Survey, 2,151 Responses
Suppose you own some real estate and you are thinking about giving part of it to a charity, but you want to do it in the right way.

Who at the charity are you more likely to contact?
Gift of Real Estate

Best 10 Titles (of 68 tested)
1. (co) Real Estate Gifting
2. (co) Gift Planner
3. (do) Estate & Gift Planning
4. (do) Planned Giving & Estate Administration
5. (do) Trusts, Estates & Gift Planning
6. (do) Charitable Estate Planning
7. (co) Donor
8. (do) Trusts & Estates
9. (do) Charitable Estate Planning
10. (co) Donor Relations

Worst 10 Titles (of 68 tested)
1. (do) Advancement
2. (do) Development & Marketing
3. (co) Advancement
4. (do) Institutional Advancement
5. (do) Development
6. (do) Advancement Development
7. (co) Business Development
8. (co) Executive
9. (co) External Relations
10. (co) Donor Ombudsman
You read in a newspaper article about a plan where you can receive a tax deduction and make a gift that pays you income for life.

Who at the charity are you more likely to contact to ask about this?
Charitable Gift Annuity

**Best 10 Titles (of 71 tested)**
1. (co) Financial Advisor for Donors
2. (do) Planned Giving & Finance
3. (do) Donor Advising
4. (do) Planned Giving
5. (do) Trusts, Estates & Gift Planning
6. (do) Advancement & Planned Giving
7. (do) Planned Gifts & Grants
8. (co) Gift Planning
9. (co) Individual Giving
10. (co) Donations Consultant

**Worst 10 Titles (of 71 tested)**
1. (co) Campaign
2. (co) Advancement Development
3. (co) Advancement
4. (co) Institutional Advancement
5. (do) Institutional Advancement
6. (do) Advancement Development
7. (do) Advancement
8. (co) Development
9. (co) Resource Development
10. (do) Development & Marketing
Suppose you are getting ready to write a new will. You are considering including a charity, but you want to use the right language for the gift. Who at the charity are you more likely to contact?
Best 10 Titles (of 70 tested)

1. (do) Trusts, Estates & Gift Planning
2. (do) Estate & Gift Planning
3. (do) Planned Giving & Estate Administration
4. (do) Donor Guidance
5. (do) Charitable Estate Planning
6. (do) Legacy Planning
7. (do) Donor Advising
8. (do) Trusts & Estates
9. (do) Major Gifts & Legacy Planning
10. (co) Gift Planning

Worst 10 Titles (of 70 tested)

1. (do) Development & Marketing
2. (do) Institutional Advancement
3. (do) Advancement
4. (co) Business Development
5. (co) Advancement
6. (do) Development
7. (do) Resource Development
8. (co) Advancement Development
9. (co) Institutional Advancement
10. (co) Campaign
All four scenarios combined. Who at the charity are you more likely to contact?

**Best 10 Titles** (63 tested in all cases)
1. (do) Trusts, Estates & Gift Planning
2. (co) Financial Advisor for Donors
3. (do) Estate & Gift Planning
4. (do) Planned Giving & Finance
5. (do) Donor Advising
6. (do) Planned Giving & Estate Administration
7. (do) Charitable Estate Planning
8. (co) Gift Planner
9. (do) Charitable Planning
10. (co) Donor Guidance

**Worst 10 Titles** (63 tested all cases)
1. (do) Advancement
2. (do) Institutional Advancement
3. (co) Advancement
4. (do) Development & Marketing
5. (co) Business Development
6. (co) Institutional Advancement
7. (co) Advancement Development
8. (do) Development
9. (do) Advancement Development
10. (co) External Relations
Among Adults Age 50+

Best 10 Titles (of 63 tested in all scenarios)
1. (do) Trusts, Estates & Gift Planning
2. (do) Estate & Gift Planning
3. (do) Planned Giving & Finance
4. (do) Charitable Estate Planning
5. (co) Financial Advisor for Donors
6. (do) Planned Giving & Estate Administration
7. (co) Gift Planner
8. (co) Charitable Estate Planning*
9. (co) Planned Giving*
10. (do) Planned Giving*
   *not in overall top 10

Worst 10 Titles (of 63 tested in all scenarios)
1. (do) Advancement
2. (do) Institutional Advancement
3. (co) External Relations
4. (co) Advancement
5. (co) Institutional Advancement
6. (do) Development & Marketing
7. (do) Development
8. (co) Resource Development*
9. (do) Advancement Development
10. (co) Advancement Development
   *not in overall bottom 10
### Among Women

#### Best 10 Titles (of 63 tested in all scenarios)

1. *(do)* Trusts, Estates & Gift Planning
2. *(co)* Financial Advisor for Donors
3. *(do)* Estate & Gift Planning
4. *(do)* Planned Giving & Finance
5. *(do)* Donor Advising
6. *(do)* Planned Giving & Estate Administration
7. *(do)* Charitable Estate Planning
8. *(co)* Gift Planner
9. *(co)* Donor Guidance
10. *(do)* Planned Giving

*not in original top 10*

#### Worst 10 Titles (of 63 tested in all scenarios)

1. *(do)* Advancement
2. *(do)* Development & Marketing
3. *(do)* Institutional Advancement
4. *(co)* Advancement
5. *(do)* Development
6. *(do)* Development Development
7. *(co)* Advancement Development
8. *(co)* Business Development
9. *(co)* Institutional Advancement
10. *(co)* External Relations
Among Men

Best 10 Titles (of 63 tested in all scenarios)
1. (do) Estate & Gift Planning
2. (co) Financial Advisor for Donors
3. (do) Planned Giving & Finance
4. (do) Trusts, Estates & Gift Planning
5. (do) Planned Giving & Estate Administration
6. (do) Donor Advising
7. (do) Charitable Planning
8. (co) Donations Consultant*
9. (do) Charitable Estate Planning
10. (co) Major Gifts & Legacy Planning

Worst 10 Titles (of 63 tested in all scenarios)
1. (do) Institutional Advancement
2. (do) Advancement
3. (co) Advancement
4. (do) Development & Marketing
5. (co) Business Development
6. (co) Institutional Advancement
7. (co) Advancement Development
8. (co) External Relations
9. (do) Development
10. (co) Development
Among Major Donors

Group averaging $10,000 in donations

Best 10 Titles (of 63 tested in all scenarios)
1. (co) Financial Advisor for Donors
2. (do) Trusts, Estates & Gift Planning
3. (do) Planned Giving & Finance
4. (do) Estate & Gift Planning
5. (do) Donor Advising
6. (do) Planned Giving & Estate Administration
7. (do) Charitable Planning
8. (co) Planned Giving Officer*
9. (do) Charitable Estate Planning
10. (co) Planned Gifts

Worst 10 Titles (of 63 tested in all scenarios)
1. (co) Executive*
2. (co) Campaign*
3. (do) Resource Development*
4. (do) Institutional Advancement
5. (do) Development & Marketing
6. (do) Advancement
7. (co) Advancement Development
8. (co) Business Development
9. (co) Advancement
10. (co) Institutional Advancement
Do we communicate with donor language or insider language?
Use family words (simple language and life stories) not formal words (technical, contract, market terms)

Philanthropy is a SOCIAL act using the mechanisms of FAMILY bonding
Philanthropy is a social act using the mechanisms of family bonding. Social examples influence charitable estate decisions.
3,000 testators in the normal process of completing their wills were randomly assigned to one of three groups:

1. No reference to charity
2. Would you like to leave any money to charity in your will?
3. Many of our customers like to leave money to charity in their will. Are there any causes you’re passionate about?

Cabinet Office Behavioural Insights Team (2013) Applying behavioural insights to charitable giving
Charitable bequests are influenced by a simple social example

Charitable plans among 1,000 testators

- 5.0% No reference to charity
- 10.4% Would you like to leave any money to charity in your will?
- 15.4% Many of our customers like to leave money to charity in their will. Are there any causes you’re passionate about?

Cabinet Office Behavioural Insights Team (2013)
Applying behavioural insights to charitable giving
The social example also increased the average amount of bequest gifts

No ask: $5,610
Simple Ask: $5,291
Social Norm: $11,333

Charitable plans among 1,000 testators

Using £1=$1.70 exchange rate

Cabinet Office Behavioural Insights Team (2013)
Applying behavioural insights to charitable giving
Many people like to leave a gift to charity in their will. Are there any causes you would support in this way?

- **Interested Now**: 31%
- **Interested Will Never Be Interested**: 9%
- **Make a gift to charity in my will**: 23%
- **Make a bequest gift to charity**: 12%
Social norms are more powerful when the examples are like me.

You can support Golomolo by donating 20 Swedish crowns. 73% of University students in Sweden who were asked for a contribution have donated 20 Swedish crowns to Golomolo.

You can support Golomolo by donating 20 Swedish crowns. 73% of Linnaeus University students who were asked for a contribution have donated 20 Swedish crowns to Golomolo.

Testing Charitable Gift Annuity Ad Messages
What “you” would do or what another donor has done?

You make a gift and receive a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of your life.

Interested Now
Definitely/somewhat/slightly
All: ______
55+: ______

Gift Annuity

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

All: ______
55+: ______

Gift Annuity

Please rate your interest in pursuing the above described charitable giving arrangement
What “you” would do or what another donor has done?

You make a gift and receive a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of your life.

Interested Now
Definitely/somewhat/slightly

All: 33.5%
55+: 23.2%

Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

All: 38.6%
55+: 38.6%

Gift Annuity
Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Please rate your interest in pursuing the above described charitable giving arrangement: % Interested now (definitely/somewhat /slightly)

All: ____%  
55+: ____%  

All: ____%  
55+: ____%
Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount will go to the charity at the end of her life.

Gift Annuity

Please rate your interest in pursuing the above described charitable giving arrangement: % Interested now (definitely/somewhat /slightly)

All: 38.6%

55+: 38.6%

All: 31.1%

55+: 29.8%
What’s the problem with the donor picture? Is it just this photo? This donor age? Is it photos in general or what?
Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

**Interested now (definitely/somewhat/slightly)**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Definitely</th>
<th>Somewhat</th>
<th>Slightly</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>___%</td>
<td>___%</td>
<td>___%</td>
</tr>
<tr>
<td>35-54</td>
<td>___%</td>
<td>___%</td>
<td>___%</td>
</tr>
<tr>
<td>U-35</td>
<td>___%</td>
<td>___%</td>
<td>___%</td>
</tr>
</tbody>
</table>

**Gift Annuity**
Sara made a gift and received a tax deduction and yearly income for life. Any unused gift amount goes to the charity at the end of her life.

Interested now (definitely/somewhat /slightly)

- **55+**
  - 24.4%

- **35-54**
  - 38.4%

- **U-35**
  - 44.5%

- **22.0%**

- **47.4%**

- **32.6%**

- **41.1%**

- **30.6%**

- **30.2%**
How do these compare with text only or a non-donor photo?
<table>
<thead>
<tr>
<th>Age Group</th>
<th>55+</th>
<th>35-54</th>
<th>U-35</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>44.4%</td>
<td>40.1%</td>
<td>34.7%</td>
<td>40.1%</td>
</tr>
<tr>
<td>2nd</td>
<td>28.3%</td>
<td>44.6%</td>
<td>36.4%</td>
<td>36.5%</td>
</tr>
<tr>
<td>3rd</td>
<td>22.0%</td>
<td>38.4%</td>
<td>44.5%</td>
<td>35.8%</td>
</tr>
</tbody>
</table>

Interested now (definitely/somewhat/slightly):

- Young: 24.4%
- Middle: 22.0%
- Older: 41.1%
Age matched donor pictures are OK. Otherwise, use text only or a different picture.
Age and gender differences
A larger share of older adults are decidedly resistant to bequest giving and planned giving.

<table>
<thead>
<tr>
<th>Questions</th>
<th>I Will Never Be Interested</th>
<th>Definitely Interested Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>All gift of cash</td>
<td>+0.1%</td>
<td>+2.4%</td>
</tr>
<tr>
<td>All bequest gift</td>
<td>+8.5%</td>
<td>+0.6%</td>
</tr>
<tr>
<td>All tribute bequest</td>
<td>+10.1%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>All TOD</td>
<td>+13.2%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>All donor advised fund</td>
<td>+13.9%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>All gift of stocks/bonds</td>
<td>+14.3%</td>
<td>+0.0%</td>
</tr>
<tr>
<td>All retained life estate</td>
<td>+15.9%</td>
<td>-0.9%</td>
</tr>
<tr>
<td>All CGA</td>
<td>+16.8%</td>
<td>-2.3%</td>
</tr>
<tr>
<td>All CRT</td>
<td>+25.2%</td>
<td>-1.9%</td>
</tr>
</tbody>
</table>
Older adults are initially more resistant to bequest giving but more responsive to bequest marketing.
Older adults are initially more resistant to bequest giving but are more responsive to bequest giving marketing.

Give-Bequest Gap

- No Message
- Spendthrift Heirs
- Formal Social Norms
- Both Heirs & Norms
- Deceased 1st 4 stories
- Deceased All 7 stories
- Mixed Dec/Liv 7 stories
- Living 1st 4 stories
- Living All 7 stories

Legend:
- All
- 50+
Older adults initially more resistant to tribute bequest concept (survey #1) but more responsive to tribute bequest reminder (survey #2)

Average share with family/friend connections to each cause

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Age 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memorial reminder</td>
<td>22.1%</td>
<td>27.1%</td>
</tr>
<tr>
<td>Living reminder</td>
<td>34.2%</td>
<td>36.1%</td>
</tr>
</tbody>
</table>

Change in charitable bequest intention for those with family/friend connection

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Age 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memorial reminder</td>
<td>+13.97</td>
<td>+13.96</td>
</tr>
<tr>
<td>Living reminder</td>
<td>+9.22</td>
<td>+9.33</td>
</tr>
</tbody>
</table>
Women have relatively higher interest in cash gifts, equal for bequest gifts, lower for other planned giving.
Philanthropy is a **SOCIAL** act using the mechanisms of **FAMILY** bonding.

People are unlikely to report giving as motivated by personal benefits like tax deductions.

The motivational effects of tax benefits are clear when measured directly.
## Mentioning tax deductions increases charitable interest

<table>
<thead>
<tr>
<th>Interested Now</th>
<th>Receive a tax deduction and make a gift that pays you income for life.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interested Now</td>
<td>50%</td>
</tr>
<tr>
<td>Will Never Be Interested</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mentioning tax deductions increases charitable interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 Survey, 1,904 Respondents, Groups D/E/F</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mentioning tax deductions increases charitable interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a gift that pays you income for life and receive a tax deduction.</td>
</tr>
<tr>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mentioning tax deductions increases charitable interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a gift that pays you income for life.</td>
</tr>
<tr>
<td>20%</td>
</tr>
</tbody>
</table>
Mentioning tax deductions increases charitable interest

2014 Survey, 1,826 Respondents, Groups F/B/D

Interested Now
26%

Interested Will Never Be Interested
23%

Immediately receive a tax deduction for 70% of the value of a house or land by making a charitable gift of the property, but keeping the RIGHT TO USE it for the rest of your life.

Make a charitable gift of either a house or land, but keep the RIGHT TO USE for the rest of your life and immediately receive a tax deduction for 70% of the value of the property.

Make a charitable gift of either a house or land, but keep the RIGHT TO USE it for the rest of your life.

Make a charitable gift of either a house or land, but keep the RIGHT TO USE it for the rest of your life.
Mentioning tax deductions increases charitable interest

2014 Survey, 1,782 Respondents, Groups E/A/C

**Interested Now**

- Get an immediate tax deduction by making a gift where you still control the investment of the assets, and receive income from the investments for the rest of your life with anything left over going to charity at your death. 28%

- Make a gift where you get an immediate tax deduction, still control the investment of the assets and receive income from the investments for the rest of your life with anything left over going to charity at your death. 27%

**Will Never Be Interested**

- Make a gift where you still control the investment of the assets, and receive income from the investments for the rest of your life with anything left over going to charity at your death. 21%

- 25%
## Mentioning tax avoidance increases charitable interest

### 2014 Nov. Survey, 1,006 Respondents, Groups X/Y

<table>
<thead>
<tr>
<th>Interested Now</th>
<th>Will Never Be Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Avoid capital gains tax by making a gift of stocks or bonds to a charity.

- 31% Make a gift of stocks or bonds to charity.
- 20%
Social Desirability Bias

It is good to note benefits, but don’t identify personal benefits as the motivation.

Philanthropy is a **SOCIAL** act using the mechanisms of **FAMILY** bonding.

People join the legacy society so that everyone will know how philanthropic they are.

People who join the legacy society make a “second gift” because their example can influence others to make the same commitment.
Should you reference tax benefits? How should you do so?
<table>
<thead>
<tr>
<th>Interest Level</th>
<th>Corresponding Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely interested</td>
<td>Avoiding capital gains taxes by giving stocks</td>
</tr>
<tr>
<td>Interested</td>
<td>Giving stocks</td>
</tr>
<tr>
<td>Somewhat interested</td>
<td>Tax tips when giving stocks</td>
</tr>
<tr>
<td>Not interested</td>
<td>How to avoid taxes by giving stocks</td>
</tr>
</tbody>
</table>

Please rate your level of interest in clicking on the button to read the corresponding information.
<table>
<thead>
<tr>
<th>Rating</th>
<th>Interest Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>Avoid taxes by giving stocks</td>
</tr>
<tr>
<td>27%</td>
<td>How to avoid taxes by giving stocks</td>
</tr>
<tr>
<td>25%</td>
<td>Save taxes by giving stocks</td>
</tr>
<tr>
<td>24%</td>
<td>Tax tips when giving stocks</td>
</tr>
<tr>
<td>24%</td>
<td>Avoiding capital gains taxes by giving stocks</td>
</tr>
<tr>
<td>16%</td>
<td>Giving stocks</td>
</tr>
</tbody>
</table>
• Use family words (stories and simple words) not formal words
• Use social examples/norms
• Tell life stories of planned donors
• Talk about benefits – in the right way
• Ask about family connections to the cause and give the option of a tribute gift in the will
• Communicate obliquely (use non-death-related packaging)
• Keep communicating to older donors to be top of the mind at the point of decision.
How do you say “CGA” so that people will want to know more?
Suppose you are viewing the website of a charity representing a cause that is important in your life. In addition to a “Donate Now” button, the following buttons appear on the website. Please rate your level of interest in clicking on the button to read the corresponding information.

(1) I am definitely NOT interested
(2) I don’t think I would be interested
(3) I don’t know if I would be interested
(4) I might be interested
(5) I am definitely interested
Survey #1: 2,550 respondents assigned to 5 different surveys

I am definitely interested

___% Charitable gift annuities

___% Life income gifts

___% Get a tax deduction and make a gift that pays you income for life

___% Gifts that pay you income for life

___% Gifts that pay you income
I am definitely interested

5% Charitable gift annuities

9% Life income gifts

26% Get a tax deduction and make a gift that pays you income for life

28% Gifts that pay you income for life

29% Gifts that pay you income
Does this differ for people of different ages, or for people who make substantial donations to charity?
<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>55+</th>
<th>$1k+</th>
<th>I am definitely interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>Charitable gift annuities</td>
</tr>
<tr>
<td>9%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>Life income gifts</td>
</tr>
<tr>
<td>26%</td>
<td>22%</td>
<td>26%</td>
<td>26%</td>
<td>Get a tax deduction and make a gift that pays you income for life</td>
</tr>
<tr>
<td>28%</td>
<td>25%</td>
<td>27%</td>
<td>28%</td>
<td>Gifts that pay you income for life</td>
</tr>
<tr>
<td>29%</td>
<td>23%</td>
<td>26%</td>
<td>29%</td>
<td>Gifts that pay you income</td>
</tr>
</tbody>
</table>
Is there a better variation of “Gifts that pay you income”?

Survey #2
(2,750 respondents)
Survey #1: 2,750 respondents assigned to 5 different surveys

I am definitely interested

__%  Gifts that pay you income
__%  Gifts that pay you guaranteed income
__%  Gifts that pay you
__%  Gifts that pay you income and avoid taxes
__%  Gifts that pay
Gifts that pay you income

Gifts that pay you guaranteed income

Gifts that pay you

Gifts that pay you income and avoid taxes

Gifts that pay

Survey #1: 2,750 respondents assigned to 5 different surveys

I am definitely interested

30%

30%

29%

26%

24%
What does it mean?

When you click on the phrase, what do you think you are going to see?
Which of the following types of information would you expect when clicking on the button labeled "__[CGA Term]__"?

“How to make a gift and, in return, receive lifetime income from the charity”

(1) I definitely did NOT expect this
(2) I didn't really expect this
(3) I don't know if I expected this or not
(4) I guess I expected this
(5) I definitely expected this
“How to make a gift and, in return, receive lifetime income from the charity”

I definitely expected this: ______

Which of the following types of information would you expect when clicking on the button labeled "_______"?

___% Charitable gift annuities
___% Life income gifts
___% Gifts that pay you income
___% Get a tax deduction and make a gift that pays you income for life
___% Gifts that pay you income for life
“How to make a gift and, in return, receive lifetime income from the charity”

I definitely expected this

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>Charitable gift annuities</td>
</tr>
<tr>
<td>24%</td>
<td>Life income gifts</td>
</tr>
<tr>
<td>30%</td>
<td>Gifts that pay you income</td>
</tr>
<tr>
<td>31%</td>
<td>Get a tax deduction and make a gift that pays you income for life</td>
</tr>
<tr>
<td>34%</td>
<td>Gifts that pay you income for life</td>
</tr>
</tbody>
</table>

Which of the following types of information would you expect when clicking on the button labeled "_______"
<table>
<thead>
<tr>
<th>I am definitely interested</th>
<th>Charitable gift annuities</th>
</tr>
</thead>
<tbody>
<tr>
<td>___%</td>
<td>Life income gifts</td>
</tr>
<tr>
<td>___%</td>
<td>Get a tax deduction and</td>
</tr>
<tr>
<td>___%</td>
<td>make a gift that pays you</td>
</tr>
<tr>
<td>___%</td>
<td>income for life</td>
</tr>
<tr>
<td>___%</td>
<td>Gifts that pay you income</td>
</tr>
<tr>
<td>___%</td>
<td>for life</td>
</tr>
<tr>
<td>___%</td>
<td>Gifts that pay you income</td>
</tr>
<tr>
<td>___%</td>
<td></td>
</tr>
</tbody>
</table>
Combined Results

<table>
<thead>
<tr>
<th>I am definitely interested</th>
<th>I definitely expected this</th>
</tr>
</thead>
<tbody>
<tr>
<td>5% Charitable gift annuities</td>
<td>15% Charitable gift annuities</td>
</tr>
<tr>
<td>Life income gifts</td>
<td>Life income gifts</td>
</tr>
<tr>
<td>Get a tax deduction and make a gift that pays you income for life</td>
<td>Get a tax deduction and make a gift that pays you income for life</td>
</tr>
<tr>
<td>Gifts that pay you income for life</td>
<td>Gifts that pay you income for life</td>
</tr>
<tr>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

“How to make a gift and, in return, receive lifetime income from the charity”
What is the best “front door” phrase to get people to read about planned giving information?

- They have to be interested in finding out more
- They have to expect to see planned giving information (i.e., not “bait and switch”)
They have to be interested in finding out more

What is the best “front door” phrase to get people to read about planned giving information?

Suppose you are viewing the website of a charity representing a cause that is important in your life. In addition to a “Donate Now” button, the following buttons appear on the website. Please rate your level of interest in clicking on the button to read the corresponding information.
I am definitely interested

___%  Gift planning

___%  Planned giving

___%  Giving now & later

___%  Other ways to give

___%  Other ways to give smarter

___%  Other ways to give cheaper, easier, and smarter

Survey #1: 2,550 respondents
I am definitely interested

3% Gift planning
4% Planned giving
7% Giving now & later
16% Other ways to give
20% Other ways to give smarter
23% Other ways to give cheaper, easier, and smarter

Survey #1: 2,550 respondents
Is there a better way to phrase, “Other ways to give cheaper, easier, and smarter”? 

Survey #2 
(2,750 respondents)
I am definitely interested

__%  Other gifts

__%  More ways to give

__%  Give other ways

__%  How to give cheaper, easier, and smarter

__%  Other ways to give cheaper, easier, and smarter

Survey #2: 2,750 respondents
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>Other gifts</td>
</tr>
<tr>
<td>14%</td>
<td>More ways to give</td>
</tr>
<tr>
<td>15%</td>
<td>Give other ways</td>
</tr>
<tr>
<td>21%</td>
<td>How to give cheaper, easier, and smarter</td>
</tr>
<tr>
<td>22%</td>
<td>Other ways to give cheaper, easier and smarter</td>
</tr>
</tbody>
</table>
What is the best “front door” phrase to get people to read about planned giving information?

They have to expect to see planned giving information (i.e., not “bait and switch”)

Which of the following types of information would you expect when clicking on the button labeled "______"
12 types of planned giving information

1. make a gift of stocks
2. make a gift of bonds
3. make a gift of real estate
4. make a gift in your will
5. make a gift in your living trust
6. make a gift by naming a charity as death beneficiary of your life insurance policy
7. make a gift by naming a charity as death beneficiary of your IRA or retirement account
8. make a gift by naming a charity as death beneficiary of your bank account
9. make a gift and, in return, receive lifetime income from the charity
10. avoid capital gains taxes by making charitable gifts
11. avoid estate taxes by making charitable gifts
12. avoid income taxes by making charitable gifts

Which of the following types of information would you expect when clicking on the button labeled "________“? How to...
I definitely expected this

___% Gift planning

___% Planned giving

___% Giving now & later

___% Other ways to give

___% Other ways to give smarter

___% Other ways to give cheaper, easier, and smarter

Overall average for all 12 types of planned giving information
### Overall average for all 12 types of planned giving information

I definitely expected this:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>Gift planning</td>
</tr>
<tr>
<td>12%</td>
<td>Planned giving</td>
</tr>
<tr>
<td>7%</td>
<td>Giving now &amp; later</td>
</tr>
<tr>
<td>15%</td>
<td>Other ways to give</td>
</tr>
<tr>
<td>19%</td>
<td>Other ways to give smarter</td>
</tr>
<tr>
<td>12%</td>
<td>Other ways to give cheaper, easier, and smarter</td>
</tr>
</tbody>
</table>
## Combined Results

<table>
<thead>
<tr>
<th>I am definitely interested</th>
<th>12 types of PG info average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I definitely expected this</td>
</tr>
<tr>
<td>3%</td>
<td>20%</td>
</tr>
<tr>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>23%</td>
<td>12%</td>
</tr>
</tbody>
</table>

- Gift planning: 20%
- Planned giving: 12%
- Giving now & later: 7%
- Other ways to give: 15%
- Other ways to give smarter: 19%
- Other ways to give cheaper, easier, and smarter: 12%
How should you say that you want to share information about making a gift in a will?
Gifts in wills
Gifts in a will
Tax tips for gifts in a will
How to make gifts in a will
Gifts in your will
Will planning
Bequest gifts
I might be/am definitely interested

26% Gifts in wills
26% Gifts in a will
27% Tax tips for gifts in a will
27% How to make gifts in a will
28% Gifts in your will
28% Will planning
18% Bequest gifts
Previous finding (2014 survey)

2014 Survey, 1,246 Respondents, Groups D/E

Interested Now

23% Make a gift to charity in my will

12% Make a bequest gift to charity

Will Never Be Interested

12% 14%
Don’t use “Bequest”

2014 Survey, 1,203 Respondents, Groups D/C

Interested
Now

12%

Will Never
Be Interested

26%

Make a gift by naming a charity as a transfer-on-death beneficiary on a bank account or retirement account.

9%

Make a bequest gift by naming a charity as a beneficiary on a bank account or retirement account.

31%
What about broader estate planning terms?
I might be/am definitely interested

___% Will planning
___% Legacy planning
___% Legacy giving
___% Planning with trusts & estates
___% Estate planning
___% Estate giving
I might be/
am definitely
interested

28%  Will planning
18%  Legacy planning
18%  Legacy giving
18%  Planning with trusts & estates
17%  Estate planning
16%  Estate giving
Instead of a broad estate planning term, what about a long list of several terms?
I might be/am definitely interested

___% Gifts in wills

___% Gifts in wills, trusts, or retirement accounts

___% Gifts in wills, trusts, retirement accounts, or life insurance

___% Gifts in wills & trusts
26%  Gifts in wills
25%  Gifts in wills, trusts, or retirement accounts
24%  Gifts in wills, trusts, retirement accounts, or life insurance
23%  Gifts in wills & trusts
Do people expect to see a broad range of estate planning information?

1. How to make a gift in your will
2. How to make a gift in your living trust
3. How to make a gift by naming a charity as death beneficiary of your life insurance policy
4. How to make a gift by naming a charity as death beneficiary of your IRA or retirement account
5. How to make a gift by naming a charity as death beneficiary of your bank account
<table>
<thead>
<tr>
<th>Gifts in wills</th>
<th>Estate Planning</th>
<th>Gifts in wills, trusts, retirement accounts or life insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>64%</td>
<td>80%</td>
</tr>
<tr>
<td>49%</td>
<td>53%</td>
<td>76%</td>
</tr>
<tr>
<td>51%</td>
<td>48%</td>
<td>63%</td>
</tr>
<tr>
<td>48%</td>
<td>46%</td>
<td>59%</td>
</tr>
<tr>
<td>52%</td>
<td>46%</td>
<td>50%</td>
</tr>
</tbody>
</table>

1. Make a gift in your will
2. Make a gift in your living trust
3. Make a gift by naming a charity as death beneficiary of your life insurance policy
4. Make a gift by naming a charity as death beneficiary of your IRA or retirement account
5. Make a gift by naming a charity as death beneficiary of your bank account

I definitely/ guess I expected this
<table>
<thead>
<tr>
<th>Gifts in wills</th>
<th>Estate Planning</th>
<th>Gifts in wills, trusts, retirement accounts or life insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>64%</td>
<td>80% 1. Make a gift in your will</td>
</tr>
<tr>
<td>49%</td>
<td>53%</td>
<td>76% 2. Make a gift in your living trust</td>
</tr>
<tr>
<td>51%</td>
<td>48%</td>
<td>63% 3. Make a gift by naming a charity as death beneficiary of your life insurance policy</td>
</tr>
<tr>
<td>48%</td>
<td>46%</td>
<td>59% 4. Make a gift by naming a charity as death beneficiary of your IRA or retirement account</td>
</tr>
<tr>
<td>52%</td>
<td>46%</td>
<td>50% 5. Make a gift by naming a charity as death beneficiary of your bank account</td>
</tr>
</tbody>
</table>
Words That Work
Phrases that encourage major & planned gifts