

Designing the Perfect Marketing Strategy for Your Planned Giving Program



Kathryn W. Miree, July 13, 2020

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Presenter



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Kathryn Miree & Associates, Inc.

- President and primary consultant for Kathryn W. Miree & Associates, Inc., now in its 23rd year of operation
- Provides a full range of planned giving, endowment, and foundation management services designed to help nonprofits build long-term financial stability through planned gifts and endowment
- Spent 15 years in various positions in the Trust Division of a large southeastern bank before joining a regional brokerage firm to establish its trust company and serve as its initial President and CEO
- Worked extensively with not-for-profit organizations and their donors in the management of private foundations, community foundations, charitable trusts, pooled income funds, gift annuities and endowments
- Received B.A. from Emory University and a J.D. from the University of Alabama School of Law

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An Overview of Our Journey

What We'll Cover in the Next Hour

- The challenges in marketing
- Starting with the gift planning marketing challenges
- Creating an intentional marketing and communications plan
- Other ways to fine tune your marketing
- So how do you know it's working?
- Questions - and interaction welcome throughout



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The Challenges in Planned Giving Marketing



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Your Biggest Challenges in PG Marketing

- Lots of internal competition
- Lots of external “noise” and competition
- Who is your donor?
 - Multiple demographics
 - Different platforms for each



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Your Biggest Challenges in PG Marketing



- Strategy
- Goals
- Focus
- Learning

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The Biggest Mistakes We Make In Marketing and Communication



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Starting with the Basics

- One size fits all
- Limit investment
- Data limitations
- Weak, inconsistent case for donor investment
- Failure to evolve



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And Then There Are Internal Hurdles

Specific to Gift Planning



- The urge to integrate....and yet, you have the battle of the silos.
- So the urge to go it alone....and yet, you lose the voice, the look, and the consistency.
- The “cash first” voice overcomes the “best gift” voice.”
- Too many words and details - rather than stories of impact.

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Creating an Intentional Marketing and Communications Plan



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The Five Things You Must Know Before You Begin

- Mission
- Donors
- Objectives
- Strategies
- Evaluation



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The Simple Principles

- Marketing rarely closes gifts.
- Marketing does not occur in a void - it should augment, enhance, and align with the other nonprofit messages.
- Gift planning marketing should be a seamless extension of the invitation to invest.



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The Simple Principles

- Donors are in ongoing engagement with your nonprofit
- You need a strategy for each tier or segment.
- You must set clear goals for each strategy and measure effectiveness.



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One Plan Does Not Fit All

Each Charity Is Unique

- Stage of fundraising maturity
- Geographic dispersion
- Staff size
- Budget
- Strategies and goals



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Know Your Tiers

Prospect Group	Identification
Current PG Donors	- Donors who have notified your nonprofit they have put a deferred gift in place
Tier I	- Current annual donors - With 7+ years of giving - With high level of engagement: attends events, reunions, have children in school/program, family uses services, serves in a volunteer role - Between ages 45 and 85
Tier II	- Current donors with 4 to 5 years of giving history - With some engagement - Between the ages of 45 and 75 - May or may not have assigned gift officer - May or may not have capital giving involvement
Tier III	All other donors ages 45 and up
Tier IV	Individuals who are not engaged in giving, and not engaged in the activities of the organization.

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Strategies and Key Messages

Donors with Current Commitments

• Strategies

- Strong stewardship
- Personal engagement/cultivation
- Discussion about their vision/impact
- Gift planning strategies tied to circumstances.

• Key Messages

- Thank you - your gifts have made/will make an impact
- Long-term personal objectives
- We're listening - how can we help?
- Will you tell your story?

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Strategies and Key Messages

For Tier I

• Strategies

- One to one personal engagement
- Ongoing stewardship
- Strategies targeted to where they are in life

• Key Messages

- Donor centered
- Focus on long-term vision and personal philanthropic objectives
- Thank you for your impact!
- Donor stories

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Strategies and Key Messages

For Tier II

- **Strategies**

- Systematic engagement to educate and prompt response
- Get them involved
- Drive them to website with a purpose

- **Key Messages**

- Stay donor centered
- Build sense of partnership
- Emphasize outcomes and impact
- Position charity as a resource for planning
- Maximize giving through options - we can show you how

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Strategies and Key Messages

For Tier III

- **Strategies:**

- Build donor loyalty
- Education on options that meet goals
- Build vision around impact
- Introduce basic planning concepts
- Provide resources that are timely

- **Key Messages:**

- Stay donor centered
- Build sense of partnership
- Emphasize outcomes and impact
- Position charity as a resource for planning
- Maximize giving through options - we can show you how

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Other Ways to Fine-tune Donor Marketing



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Assess Current Messaging

Does Your Marketing:

- Set clear expectations?
- Position donors as partners in mission?
- Have a clear, urgent, compelling, consistent case for donor investment?
- Reflect the impact of giving?
- Make it easy for donors to reach out and connect?
- Celebrate donors when goals are reached?



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Where to Start

- Collect a copy of all marketing materials.
- Use a checklist:
 - Consistency, clarity, and brand
 - How well do the materials tell the story?
 - How do they help your charity stand out in its uniqueness?
 - Is the case for donor investment across the lines of fundraising compelling?
 - Is the branding consistent?



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Stories Are Crucial

Help them see themselves.

- It is first about why...and then about how.
- Tell stories that tie outcomes to donor vision.
- It's about the power of each gift - not the size of each gift.
- Use story-tellers that reflect all segments.



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Other Strategies for Success



- Integrate gift planning messages on all platforms. Tier I, Tier II, and Tier III are across your database.
- Tie marketing to resources.
- Use action verbs. Move them to action.

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One More Idea

Use themes for the year that are tailored to key segments.

- **Effective estate planning:**
 - The three essential estate planning documents
 - Worksheet to set planning goals
 - How do you find a professional advisor?
 - Smartest tips for estate planning and giving
- **Building income in retirement**
 - Maximizing the impact of your IRA
 - Charitable gifts that supplement retirement income
 - The magic of using your IRA to make charitable gifts
 - Combing personal and charitable goals

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Don't Be Afraid to Try Something New

- Use bequest surveys
- Use Bequest Challenge Campaigns



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**So How Do You
Know It's
Working?**



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You Must Track Results

- What do you count?
 - Opens
 - Inquiries
 - Opportunities for conversations
 - Closed gifts



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How Do You Respond?

- Were goals appropriate?
- Was group properly segmented?
- Were messages appropriate for the group?
- Was the platform appropriate?
- How will you change what you do in the following year?
- What are the long-term trends you expect to see?



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Q & A



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Additional Questions

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