



2016 Planned Giving Trends:

Who's Giving Today—
Best Opportunities for
Dollars Tomorrow



Cheryl Sturm
Director of Marketing, The Stelter Company

- Over 30 years of global communications and marketing experience
- Responsible for the overall market positioning of The Stelter Company brand
- Prior to joining Stelter, worked for 10 years in the biotech industry; responsible for launching new ingredient products in North America, Japan, Korea and Indonesia
- Worked with Young & Rubicam Advertising's Midwest office as Senior Vice President—Account Group Director, building brands for clients such as John Deere Credit, Blue Cross Blue Shield and Lotto America
- B.A. in Secondary Education with an emphasis in economics from Westmar College



Russell James, J.D., Ph.D., CFP®
Professor, Department of Personal Financial Planning
at Texas Tech University

- Director, on-campus and online graduate program in Charitable Financial Planning
- Teaches Charitable Gift Planning at the Texas Tech University School of Law
- Graduated from the University of Missouri School of Law
- Holds a Ph.D. in consumer economics from the University of Missouri
- Prior to current roles, worked as the Director of Planned Giving for Central Christian College in Moberly, Missouri, for six years
- Served as president of the college for more than five years, where he had direct and supervisory responsibility for all fundraising.
- 150+ publications in academic journals, conference proceedings and books
- Quoted on charitable and financial issues in a variety of news sources including *The New York Times*, *The Wall Street Journal*, *CNN*, *MSNBC*, *CNBC*, *ABC News*, *U.S. News & World Report*, *USA Today*, the *Associated Press*, *Bloomberg News* and the *Chronicle of Philanthropy* and his financial neuroimaging research was profiled in *The Wall Street Journal's Smart Money Magazine*

Natural Marketing Institute's Healthy Aging Database[®]

METHODOLOGY

- Annual quantitative study since 2005, now with 11 years of trended data
- April 2016 research of U.S. adults comprised of:
 - 3,465 general population sample
 - 38% Millennials
 - 20% Gen X
 - 34% Boomers
 - 7% Matures
- **Balanced to U.S. Census data across key demographics:**
 - Gender, age, income, education, region and race
- **Statistically significant at the 95% confidence level to +/- 1.5%**
- **Conducted via online research methodology**

Agenda:

- **General Observations**
- Planned Giving
- Marketing Communication Opportunities

Changes in Charitable Giving 2015 to 2016

	2016 Percentage	2016 Rank	2015 Rank	2016 Rank Gain/Loss
Human Services	50.9%	1	1	--
Medical Research	38.6%	2	3	+1
Healthcare	34.9%	3	2	-1
Environmental/Animal Welfare	32.3%	4	4	--
Education	10.9%	5	7	+2
International Affairs	9.7%	6	8	+2
Public Society Benefit	9.5%	7	6	-1
Faith-Based Global	9.1%	8	5	-3
Arts & Culture	7.5%	9	9	--
Secondary Education	6.2%	10	*	*

* Secondary education figures unavailable for 2015

Generation Descriptions



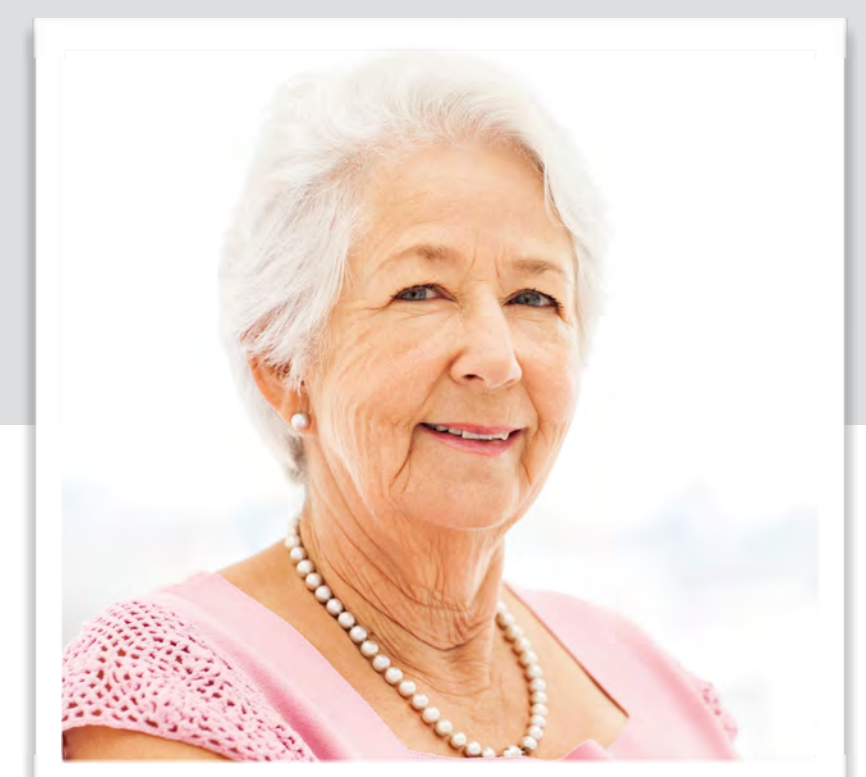
Millennials
Born 1977-1998
Ages 19-39



Gen X
Born 1965-1976
Ages 40-51



Boomers
Born 1946-1964
Ages 52-70



Matures
Born 1900-1945
Ages 71+

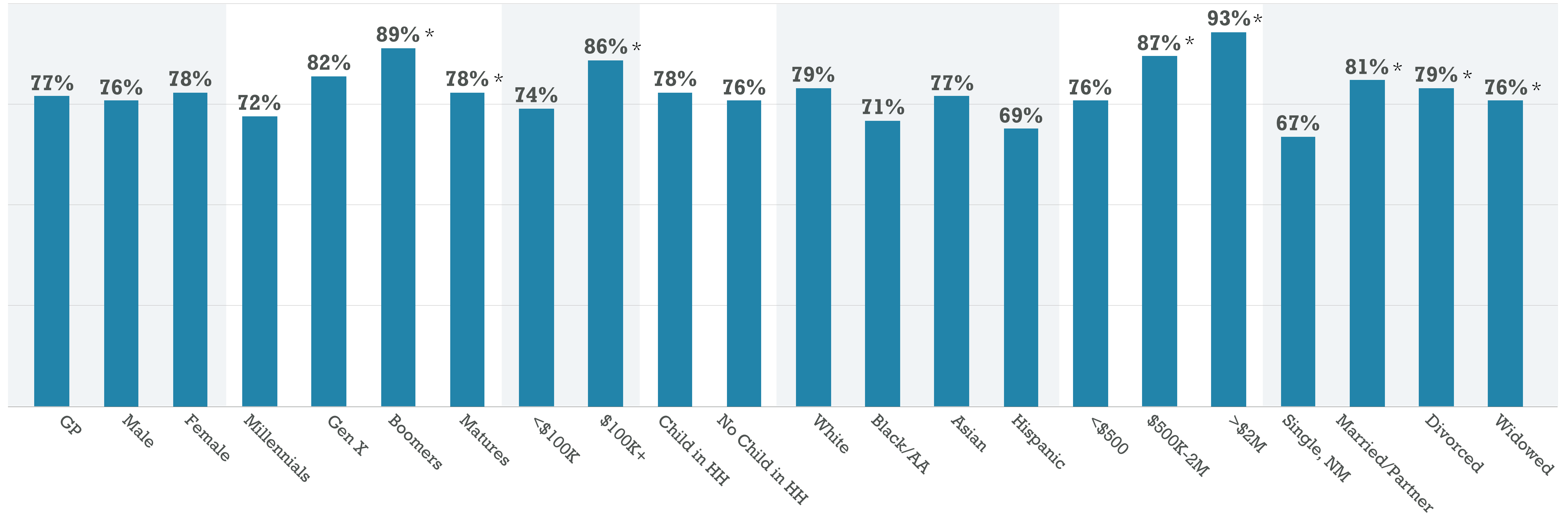
Donor Profiles



	GP	Sector Range	
		High	Low
Male	48%	63%	47%
Female	52%	53%	37%
Average age	48	52	42
Child in HH	37%	55%	34%
Median income	\$70K	\$107.1K	\$73K
Median net worth	\$94.3K	\$375K	\$105K
College+	33%	66%	33%
White	80%	85%	74%
Black/AA	12%	15%	7%
Hispanic	14%	19%	12%
Asian	3%	5%	1%

Donating Behavior Varies Across Demographic Groups

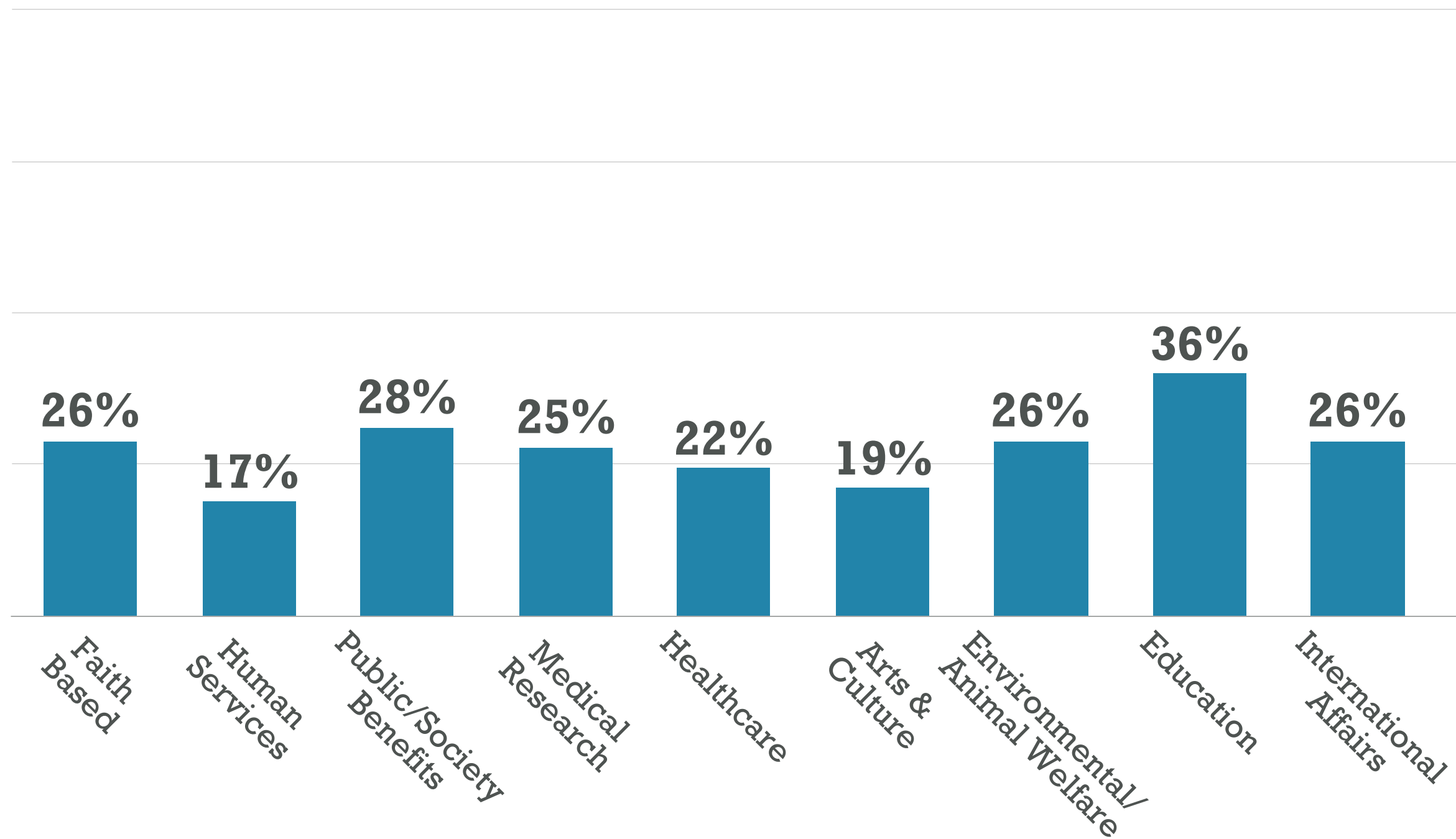
% consumers indicating they have donated money to a charitable organization (April 2015 - April 2016)



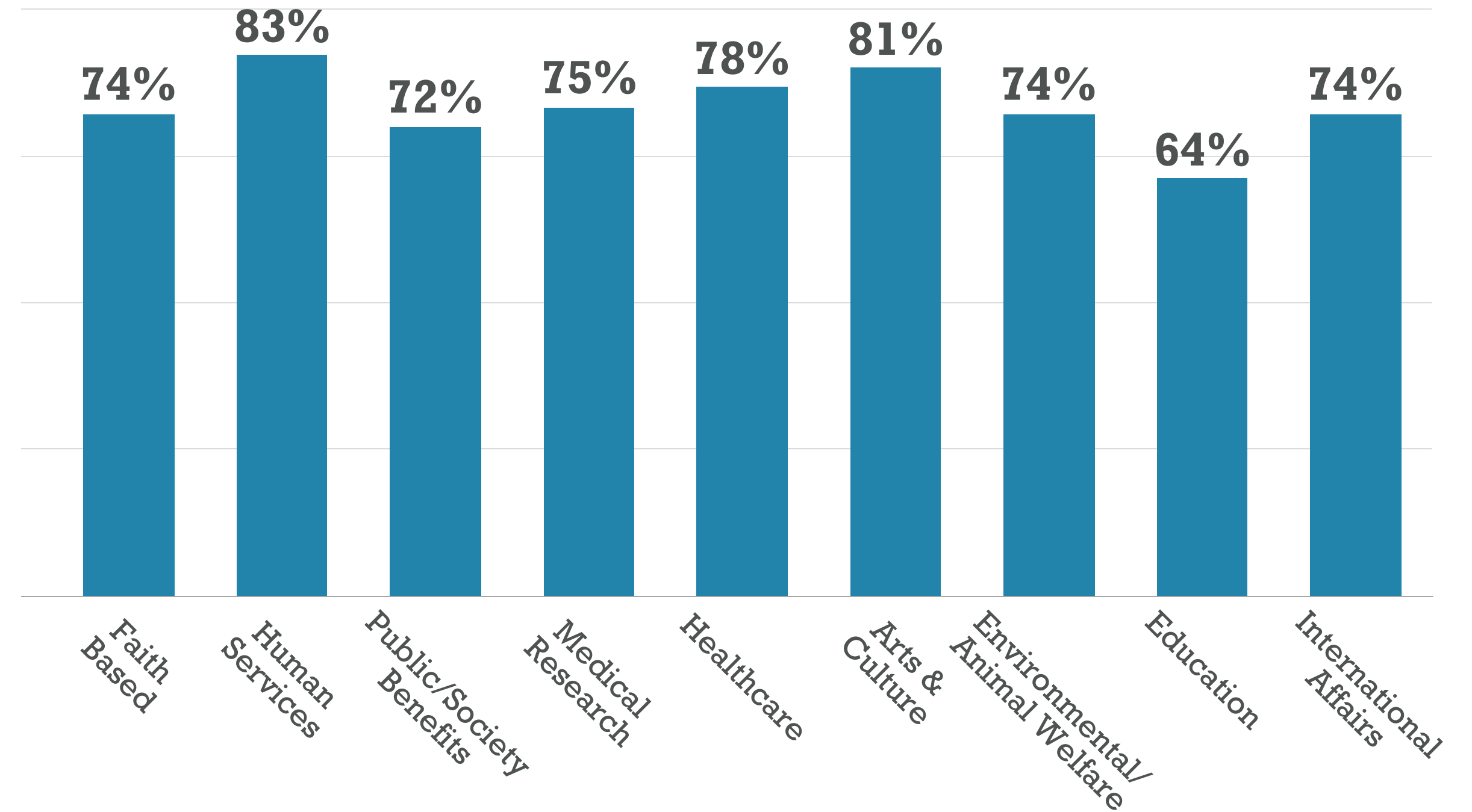
* Indicates a statistically significant difference

Most Donors Make Unrestricted Donations

% donors who give "restricted" donations



% donors who give "unrestricted" donations



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- Marketing Communication Opportunities

Planned Giving Considerations:

Q: If you were to consider leaving a gift to a charity in your will, which of the following would you be likely to do?



Millennials

Ages 19-39

20% 100% to a Single Org.

54% Split Gifts

26% Would Not Leave a Gift



Gen X

Ages 40-51

15% 100% to a Single Org.

47% Split Gifts

38% Would Not Leave a Gift



Boomers

Ages 52-70

13% 100% to a Single Org.

39% Split Gifts

48% Would Not Leave a Gift



Matures

Ages 71+

13% 100% to a Single Org.

33% Split Gifts

54% Would Not Leave a Gift

Gift Intention:

Q: Of those who would split gifts, if you were to sign a will in the next 6 months, how many charitable organizations would you be likely to include?



Woman

18% One	26% Three
47% Two	9% >Three



Men

20% One	32% Three
37% Two	11% >Three

Gift Intention:

Q: Of those who would split gifts, if you were to sign a will in the next 6 months, how many charitable organizations would you be likely to include?



Millennials

Ages 19-39

20% One	29% Three
42% Two	9% >Three



Gen X

Ages 40-51

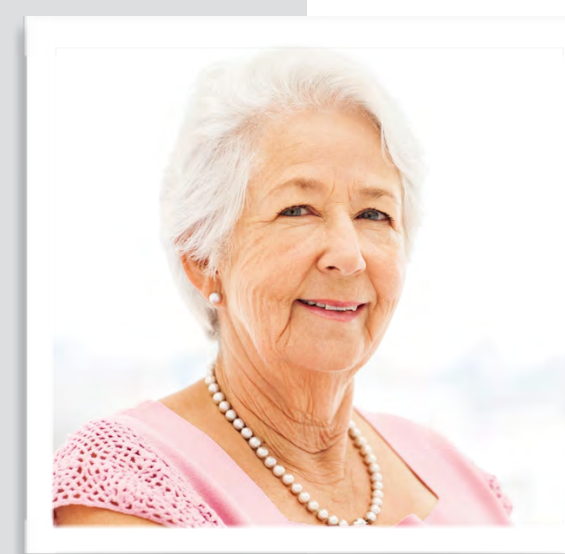
19% One	27% Three
45% Two	9% >Three



Boomers

Ages 52-70

19% One	30% Three
39% Two	12% >Three



Matures

Ages 71+

4% One	32% Three
51% Two	13% >Three

Importance of Estate Planning Documents



Men

41% Very Important

35% Have a Will



Women

45% Very Important

30% Have a Will

Importance/Prevalence of Estate Planning Documents



Millennials

Ages 19-39

33% Very Important

18% Have a Will

59% Have None



Gen X

Ages 40-51

42% Very Important

28% Have a Will

46% Have None



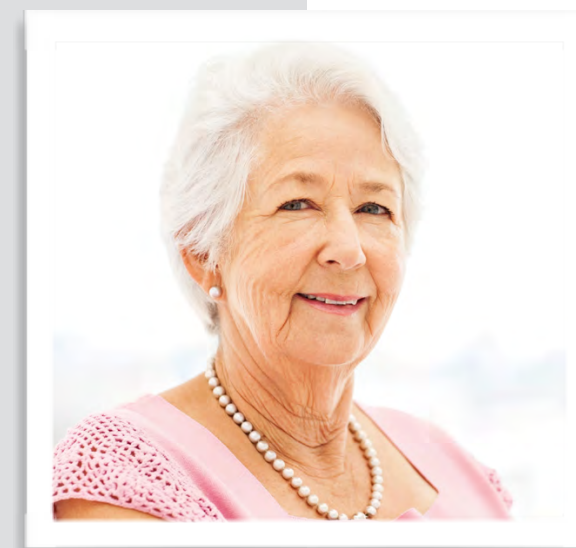
Boomers

Ages 52-70

49% Very Important

44% Have a Will

32% Have None



Matures

Ages 71+

64% Very Important

68% Have a Will

15% Have None

Estate Planning Documents Prevalence

	Total GP	Millennials	Gen X	Boomers	Matures
Have a Will	33%	18%	28%	44%	68%
Have a living trust	17%	12%	12%	21%	33%
Have joint ownership of property that passes to the surviving owner	26%	14%	23%	36%	48%
Have a beneficiary designation on an IRA 401(k) or other retirement account	32%	21%	32%	39%	47%
Transfer on death (TOD) designation on a bank account, investment account or real estate	14%	8%	12%	19%	27%
None	40%	52%	43%	29%	14%

Estate Planning Documents Prevalence

	Total GP	Net Worth <\$500K	Net Worth \$500K-\$2M	Net Worth >\$2M
Have a Will	33%	29%	61%	71%
Have a living trust	17%	14%	33%	48%
Have joint ownership of property that passes to the surviving owner	26%	21%	54%	62%
Have a beneficiary designation on an IRA 401(k) or other retirement account	32%	27%	61%	72%
Transfer on death (TOD) designation on a bank account, investment account or real estate	14%	11%	28%	52%
None	40%	44%	12%	11%

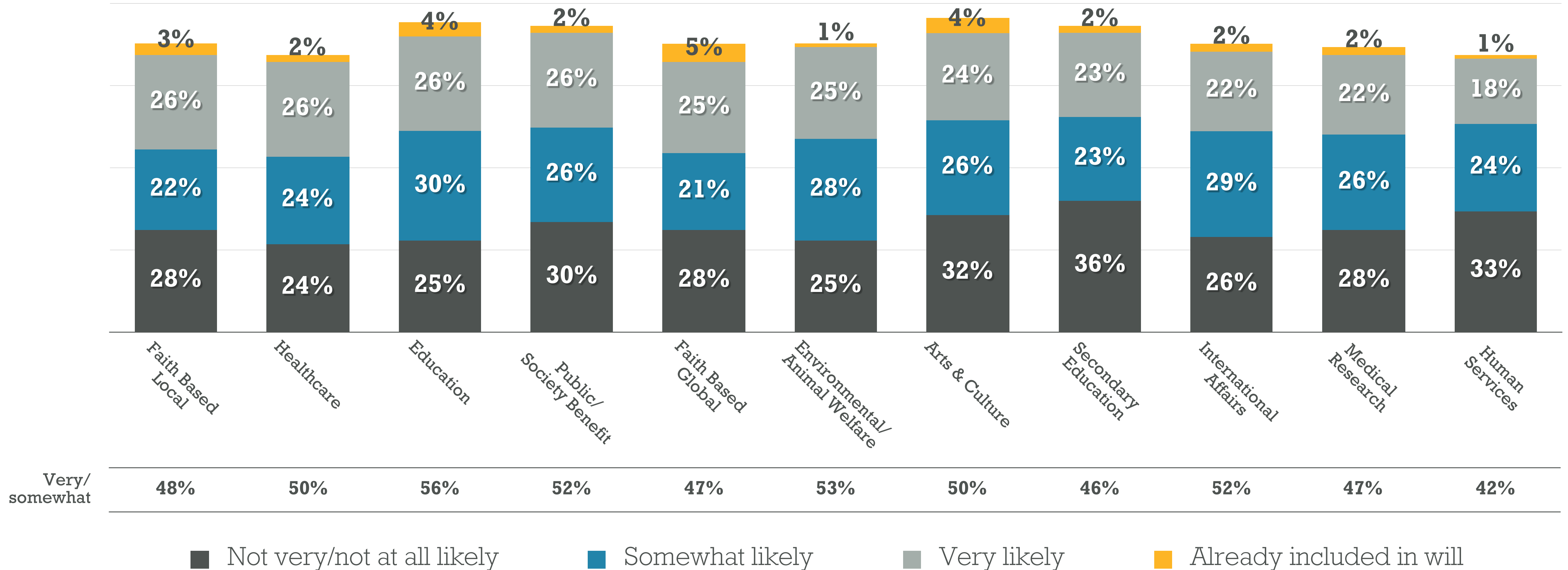
Motivation for Signing or Changing a Will

Top 8 responses from donors to an education charitable organization

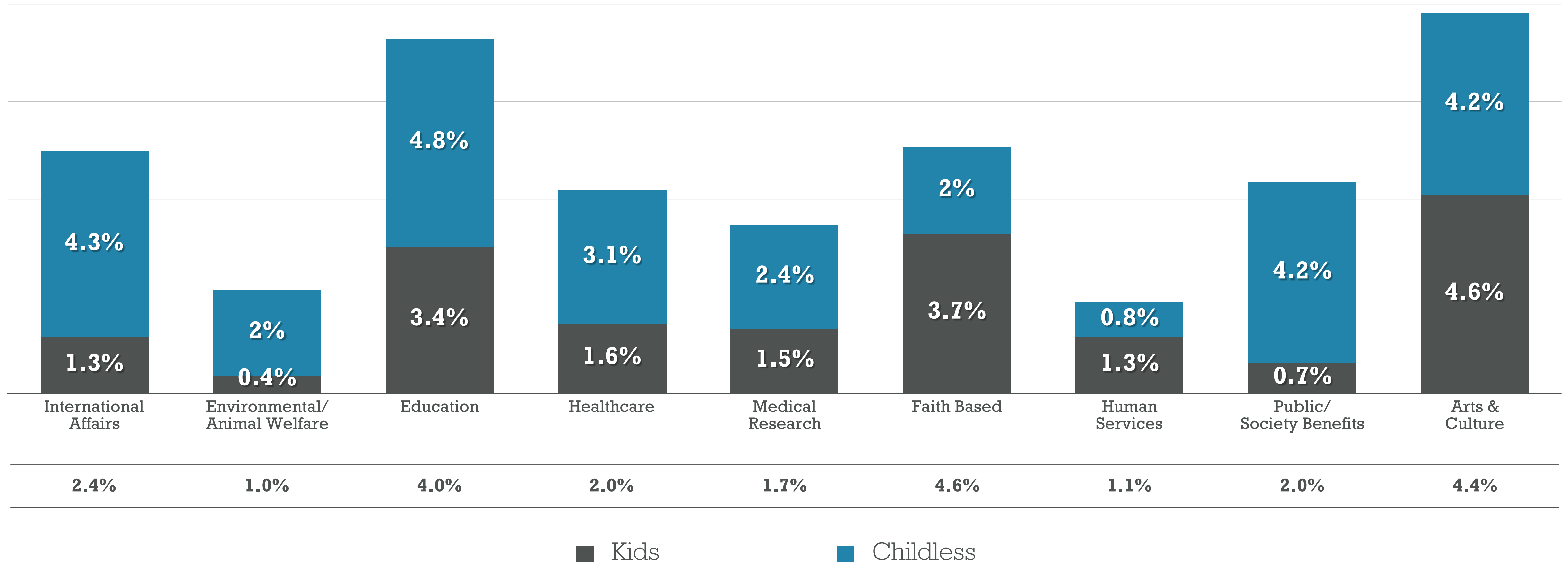
	Total GP	Millennials	Gen X	Boomers	Matures
Change in financial circumstances	17.8%	23%	13%	18%	16%
Birth of a child/grandchild	16.1%	32%	18%	11%	6%
Interest in helping a charity	6.3%	18%	5%	3%	3%
Change in marital status	14.7%	21%	12%	14%	11%
Change in your health or an unexpected diagnosis	11%	18%	14%	8%	8%
Death of a loved one	18%	25%	16%	15%	20%
Moved to a a new city, state or country	6.4%	10%	5%	5%	7%
Preparing for travel	8%	17%	7%	5%	5%

Donors Show Willingness to Leave a Charitable Gift at The Time of Their Death

% donors indicating how likely they would be to donate a charitable gift to their preferred organization at the time of their death



Family Makeup of Donors Saying They Have Included a Charitable Gift to Their Preferred Organization at the Time of Their Death

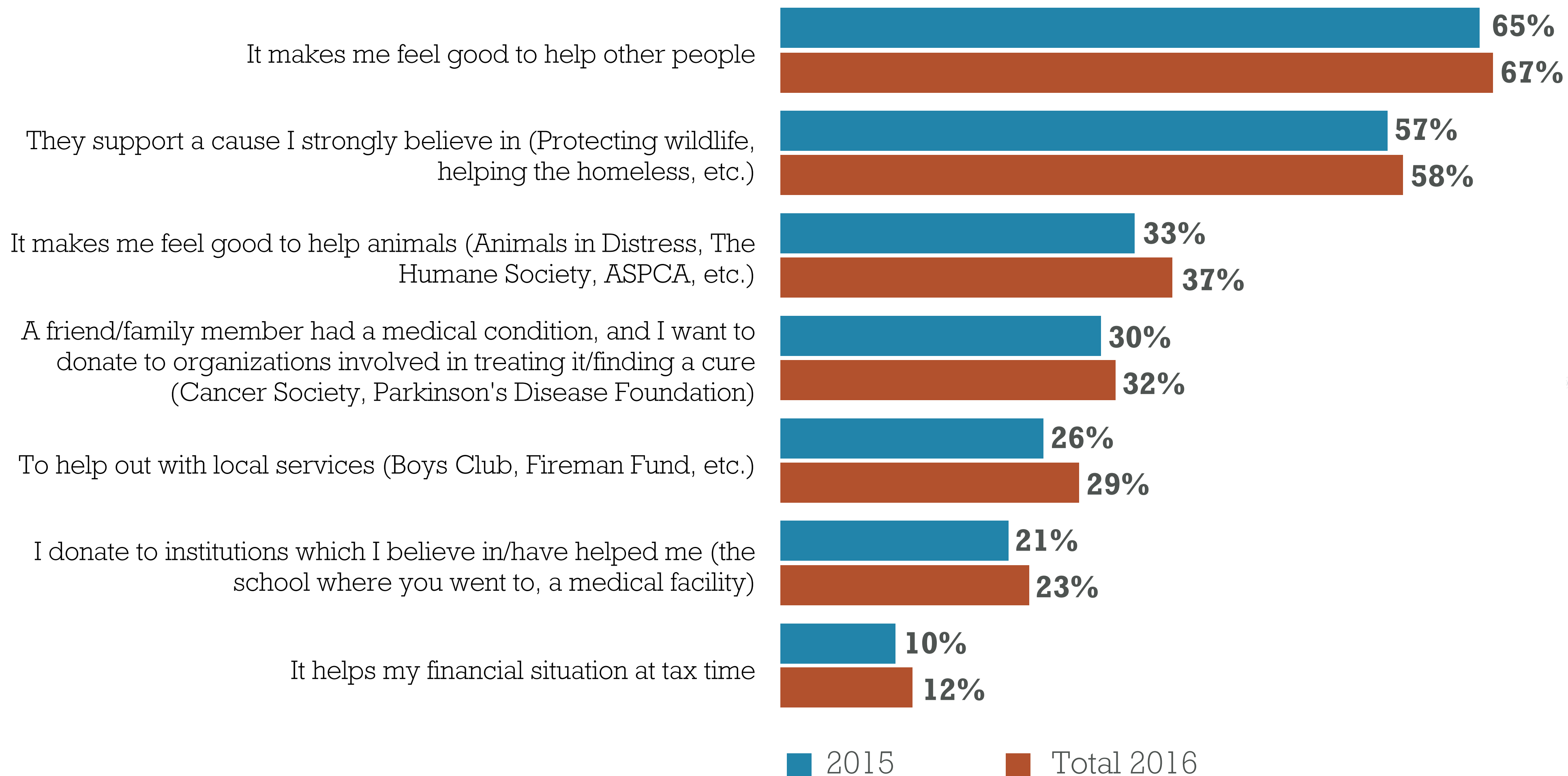


Agenda:

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- Planned Giving
- **Marketing Communication Opportunities**

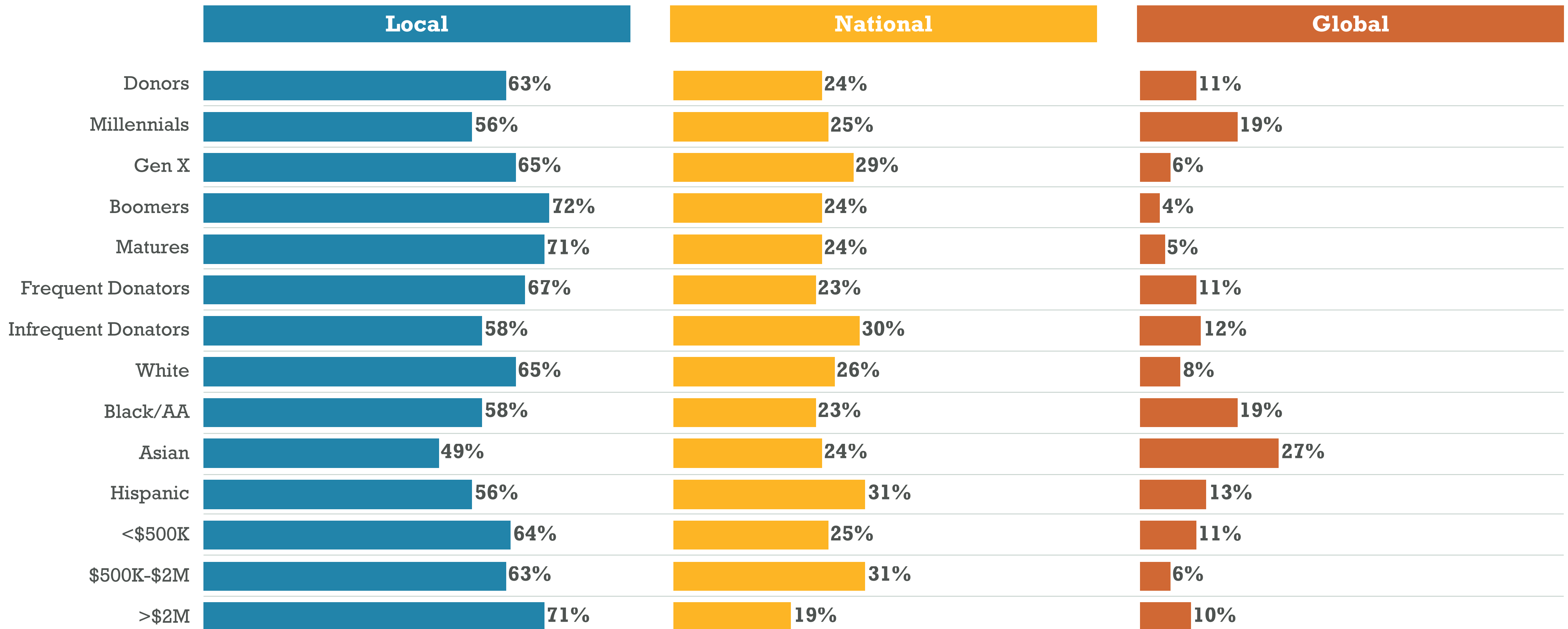
Dig Into The “Why” to Target Your Messaging

% donors indicating why they donate money to charitable organizations



Donors Like to Keep It Close to Home

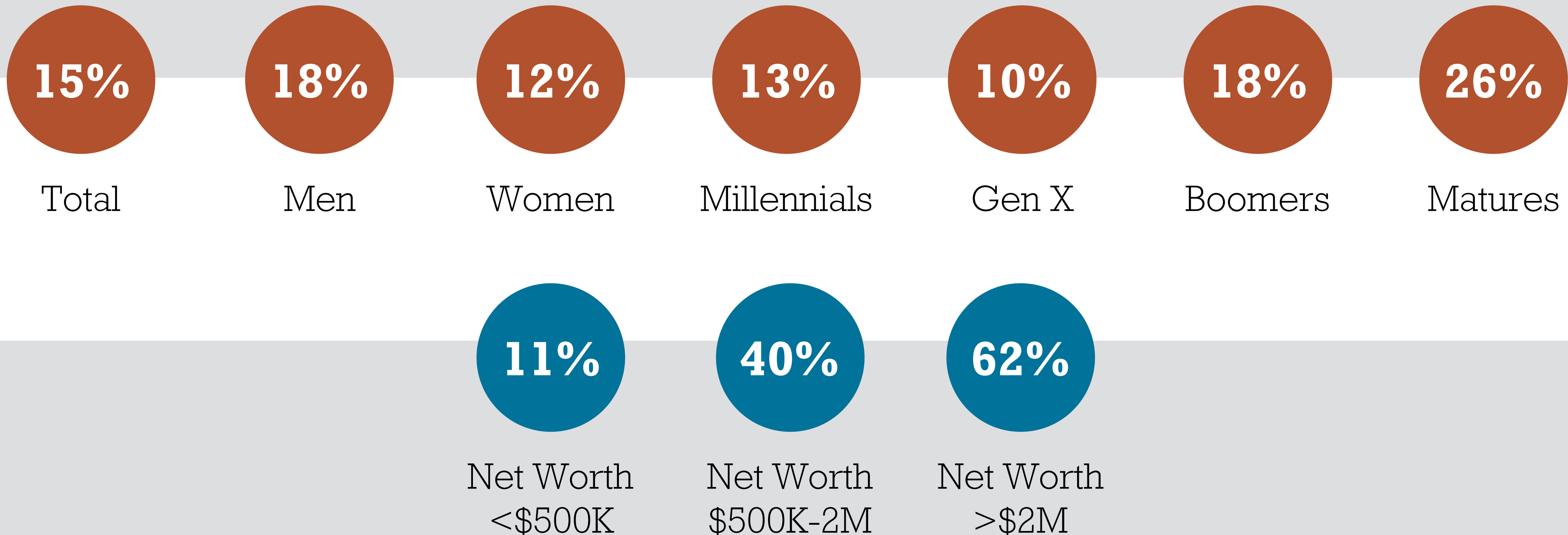
% donors indicating which type of organization they prefer to donate to



Financial Concerns Regarding Retirement Affect Most

“I have a secure financially sound plan for retirement”

(Top Box “Agree”)



Interest In Issues Related to Charitable/Planned Giving

	Total GP	Millennials	Gen X	Boomers	Matures	Net Worth <\$500K	Net Worth \$500K-\$2M	Net Worth >\$2M
Honoring a family member by making a tribute gift	20.4%	27.5%	21.8%	14.1%	9.6%	21.2%	20.4%	28.1%
Charitable Gift Annuity	12.4%	17.2%	14.7%	7.7%	3.1%	13.8%	11%	22.5%
Charitable Remainder Trust	10.2%	13.2%	14.1%	6.1%	3.1%	10.9%	12.4%	24.1%
Immediate tax deduction in exchange for the right to inherit your home (or other land) at the end of your life	9.5%	13%	11%	5.4%	6%	10.2%	10.9%	22.2%
Saving capital gains taxes by making a gift of stocks or bonds to a charity	8.4%	12.1%	10.1%	4.2%	4.5%	8.6%	9.4%	29.6%

Questions?



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In a few days you will receive an email giving you instructions on how to access:

- **The recording**
- **The presentation slides**
- **www.stelter.com/webinars**

THANK YOU!