



4th July 2017

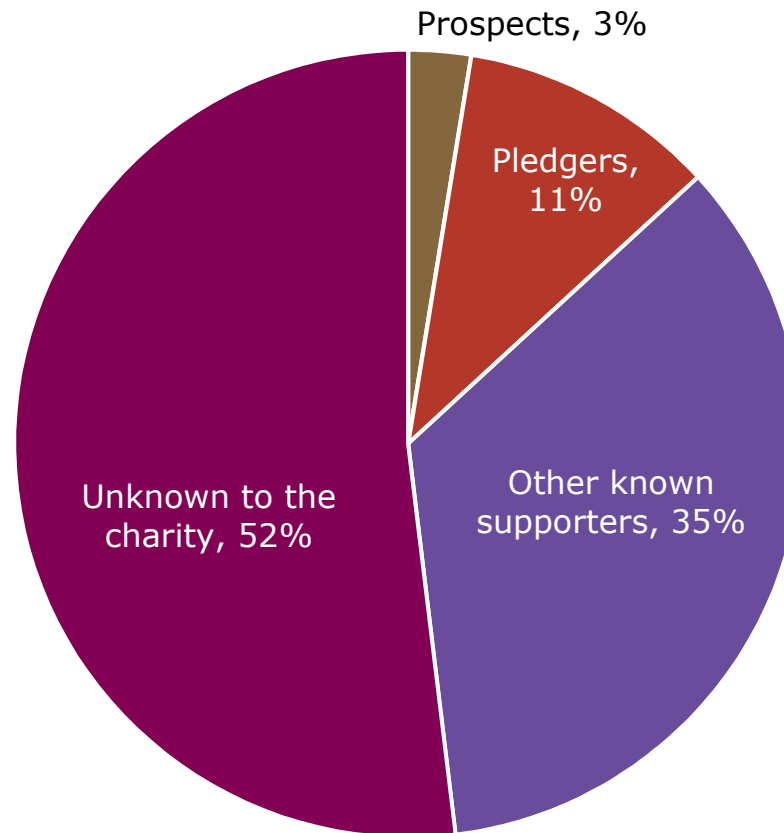
Uncovering the Invisible Legator

Institute of Fundraising Convention



Most gifts come from 'unknown' legators

% of legacies by source

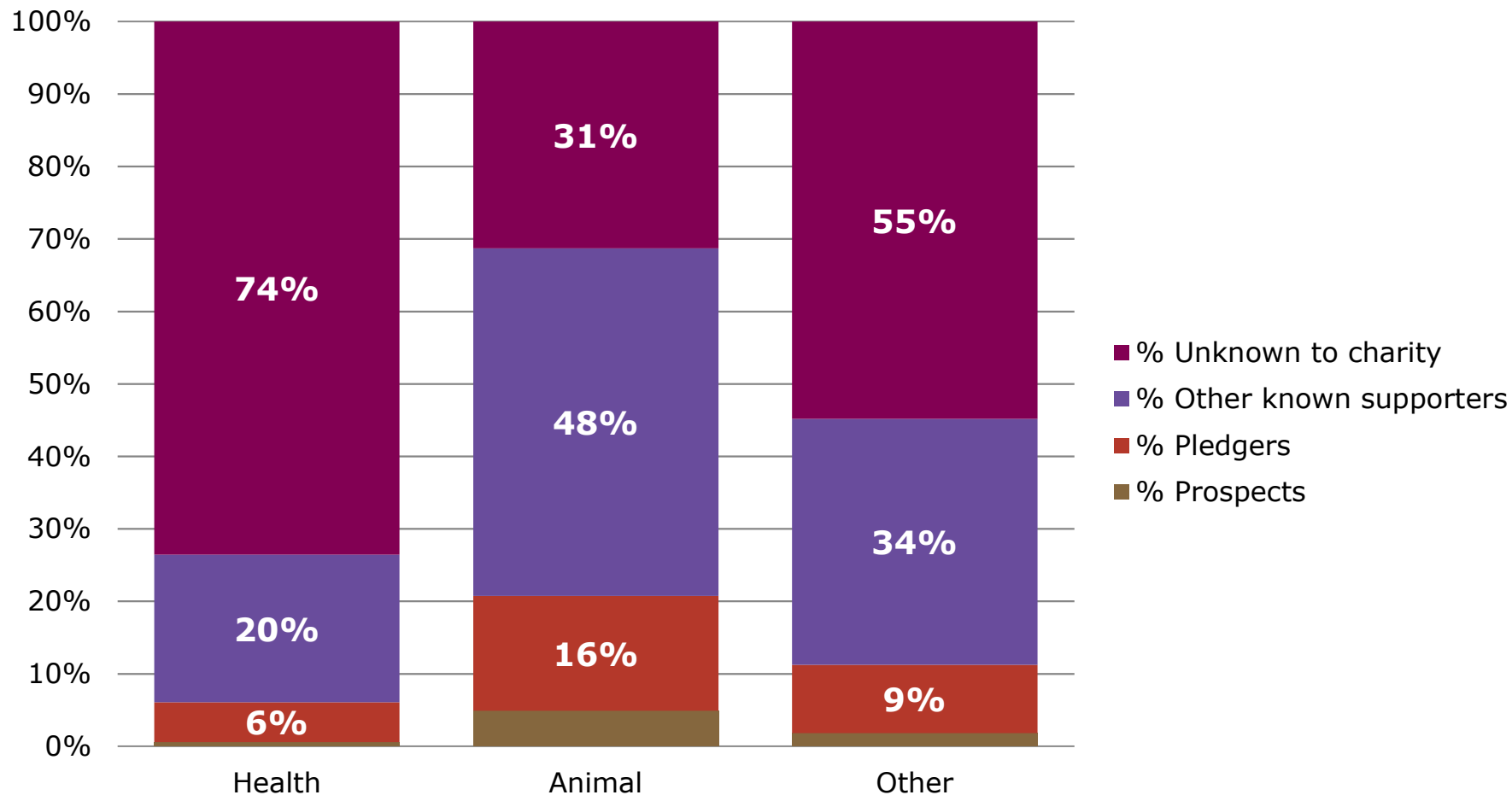


Based on 16 charities' data



Big differences by cause area

% of legacies by source and charity type



Based on 16 charities' data



The largest gifts come from 'unknowns'

Average bequest size by supporter type, £k

Prospects	£9.8k
Pledgers	£18.3k
Other known supporters	£25.9k
Unknown to the charity	£26.6k

Based on 7 charities' data



... as a result of higher % of residuals

% of bequests that are residual by supporter type

Prospects	13%
Pledgers	24%
Other known supporters	45%
Unknown to the charity	43%

Based on 12 charities' data



Though pledgers give the largest residuals

Average values of bequest by bequest type and supporter type

	Residual	Pecuniary
Prospects	£49k	£3.9k
Pledgers	£67k	£3.5k
Other known supporters	£52k	£2.9k
Unknown to the charity	£54k	£3.3k

Based on 14 charities' data



“We know there are known unknowns; that is to say we know there are some things we do not know.”

Donald Rumsfeld



Defining our pledger types

- **Known** pledges – from people who tell you they have left a gift in their will (although only 46% actually do so!)
- **Potential** pledges- people who tell you they intend to/ are considering/ enquire about leaving a legacy
- **Undisclosed** pledges – from known supporters who do not tell you about their gift while they are alive
- **Unrecognised** pledges – from people who identify themselves as 'supporters' and would expect the charity to know about them, despite no 'obvious' information on record
- **Unknown** pledges – from people who apparently had no prior 'relationship' with the charity



Defining our pledger types

Known

Potential

Undisclosed

Unrecognised

Unknown

Visible



Invisible



In a nutshell...

- Who are these 'invisible' legators?
- What connection do they have with your cause?
- Do they 'support' your charity and if so, how?
- What motivated them to leave you a legacy?
- What triggered their legacy gift?
- How do they want you to communicate with them?
- What can you do about it?



Underlying issues

- What proportion of 'unknown' legacies are in fact just 'unrecognised' – coming from people who identify themselves as supporters and would expect the charity to know about them?
- Are donors moving up some relationship 'pyramid' with the legacy at the pinnacle? If so, can you encourage them to progress from one 'level' to the next?
- Do legacy communications instil the idea of legacy giving or merely trigger the action? (or indeed neither?)
- How do people feel about being asked whether they have left a gift? Proud? Irritated? Mystified?



Underlying issues

- Is it realistic to expect a pledger to stay loyal to your charity for 20, 30 years? What does effective 'stewardship' mean to them?
- Once 'hooked', do people stay firm to the idea of leaving a charitable legacy, even if they change the charity mix?
- Do we need a new word for 'pledger' to distinguish between those who have left *any* gift and those who have gone on to tell the charity about it?



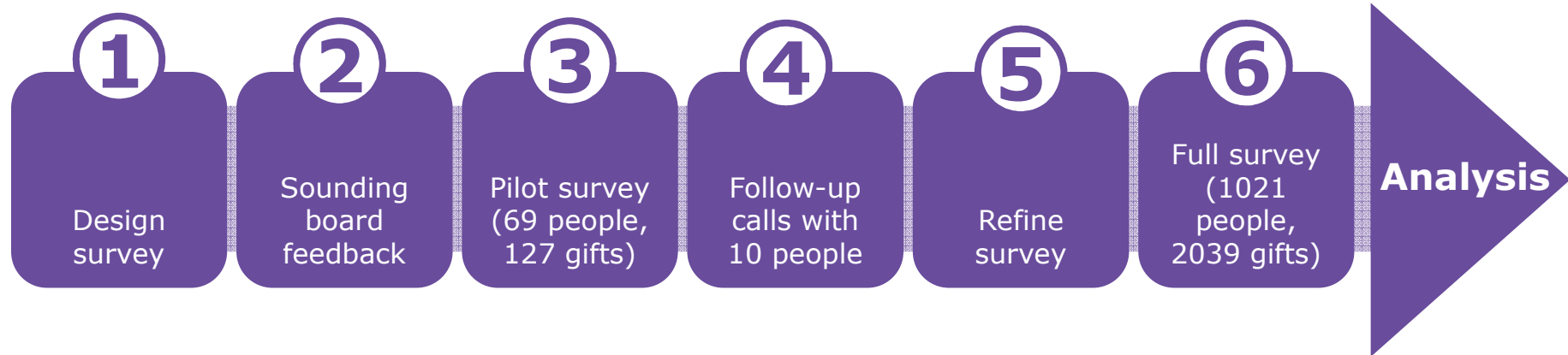
The fundraisers' perspective

- How significant are 'invisible' legators to your charity?
- What are your theories about the different types of pledger?
- What more would you like to know about them?
- What would you do differently if you had more insight?



Our approach so far

Profiling the invisible legator



What have we learned from the pilot?

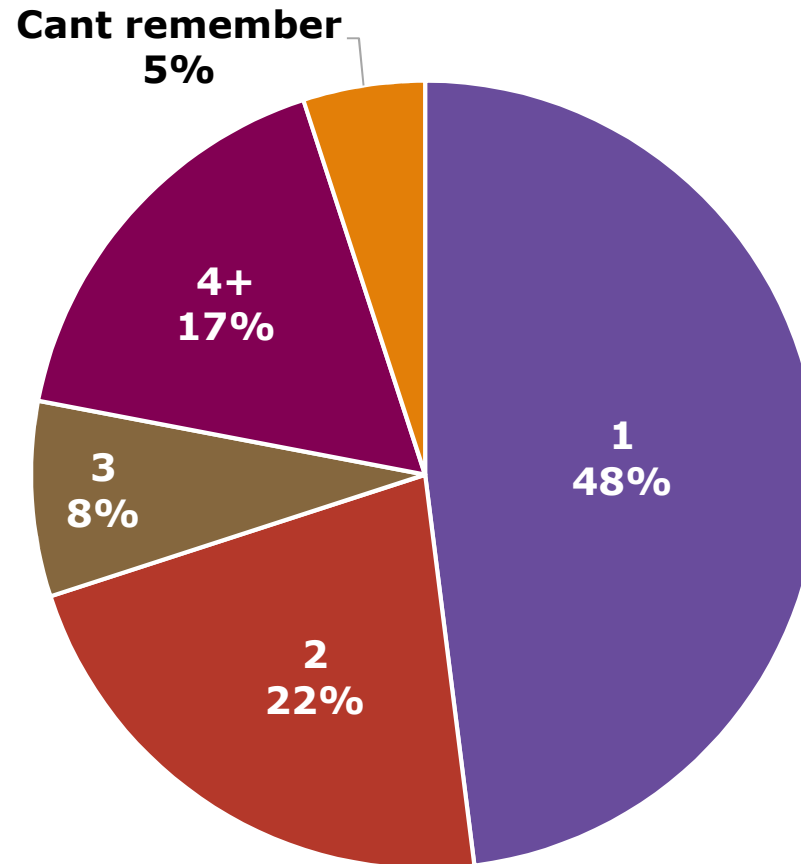
First, some major health warnings!

- Pilot is based on 60 respondents/127 gifts – a tiny sample!
- Allows us to do simple analysis at the top line only
- Full survey has been tweaked since the pilot



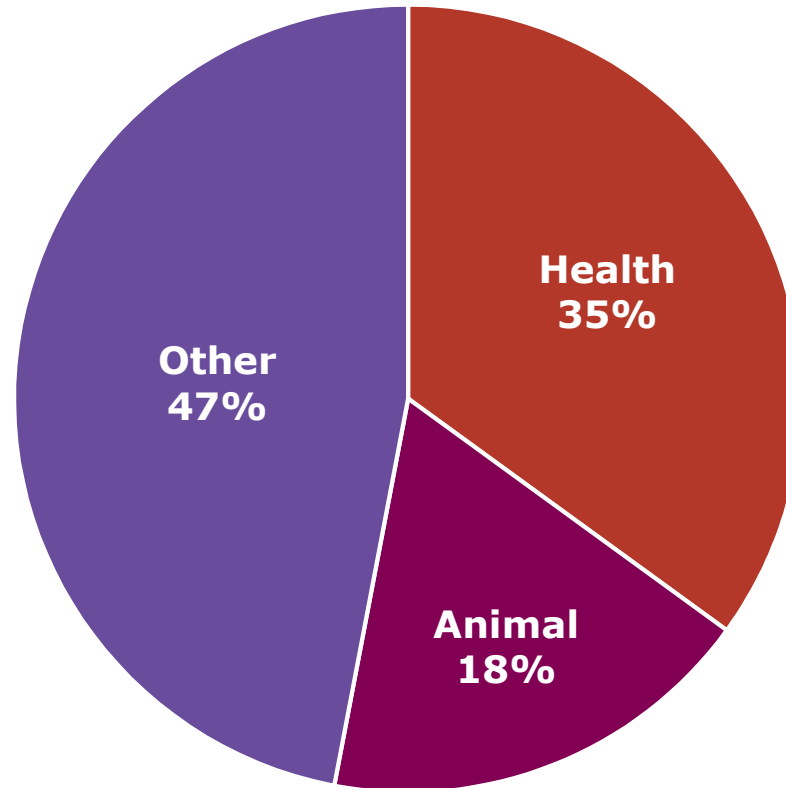
60 people – 127 bequests – 2.1 average

Number of gifts in your will?



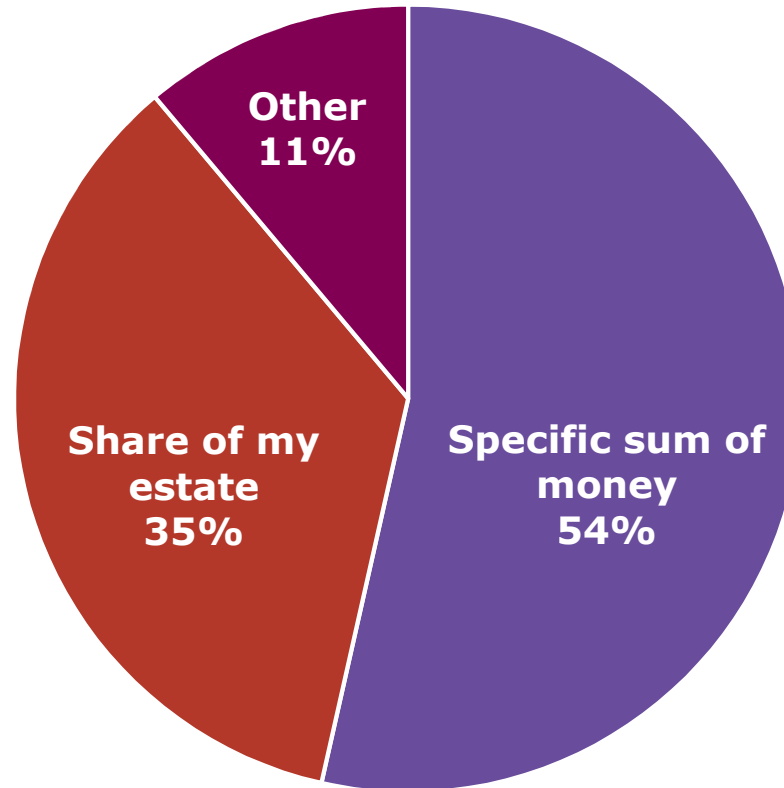
Health and animals the two largest sectors

% bequests by cause area



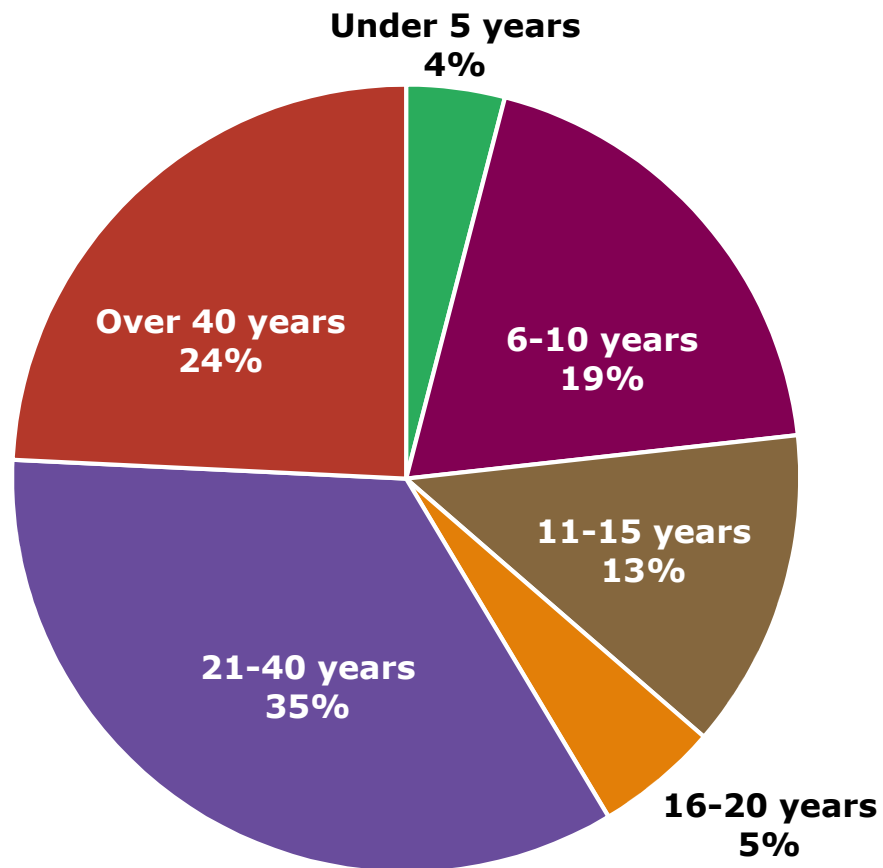
Bequest mix mirrors legacy sector

% bequests by type



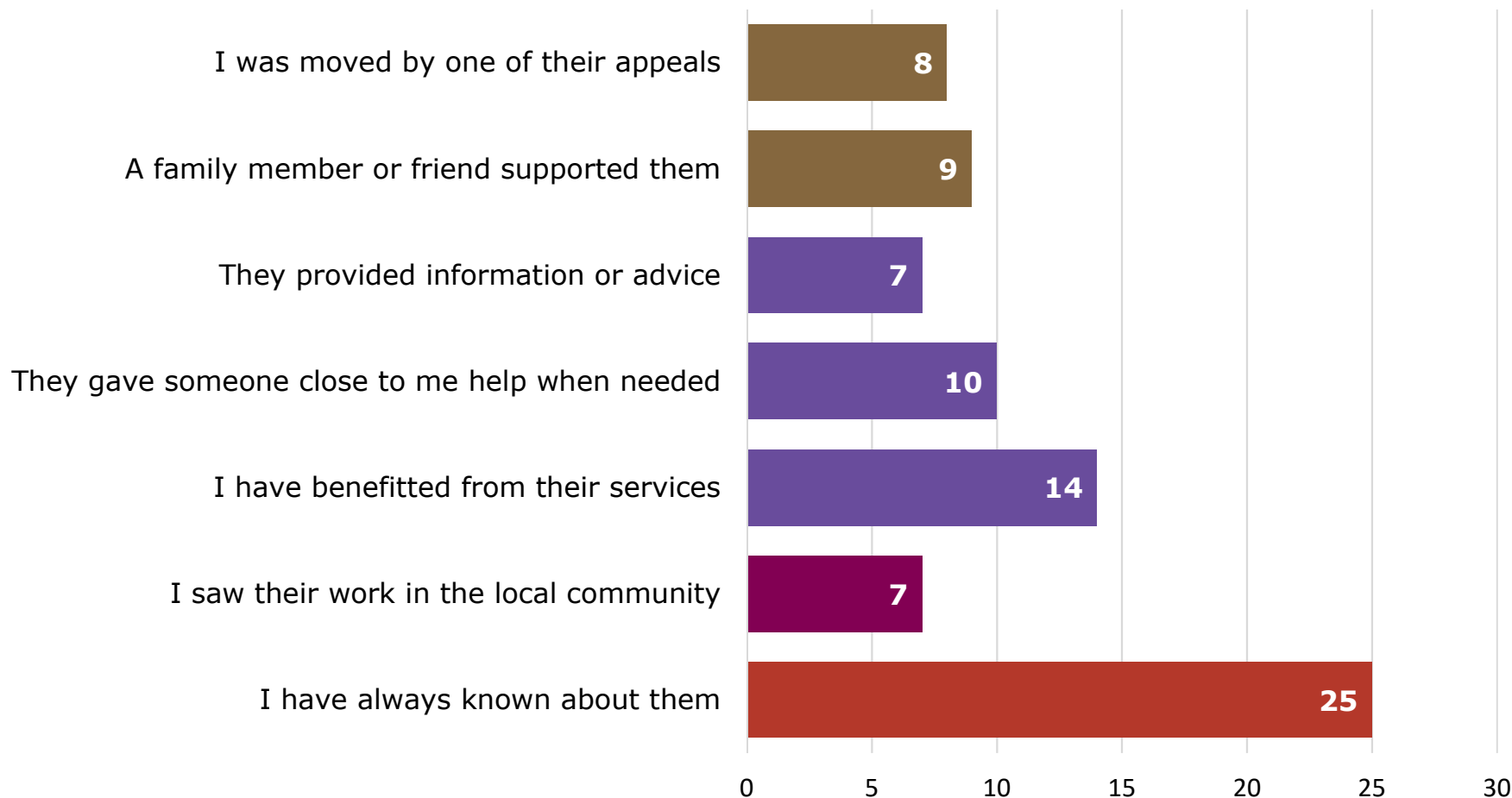
Some very long relationships

How long have you known about charity X?



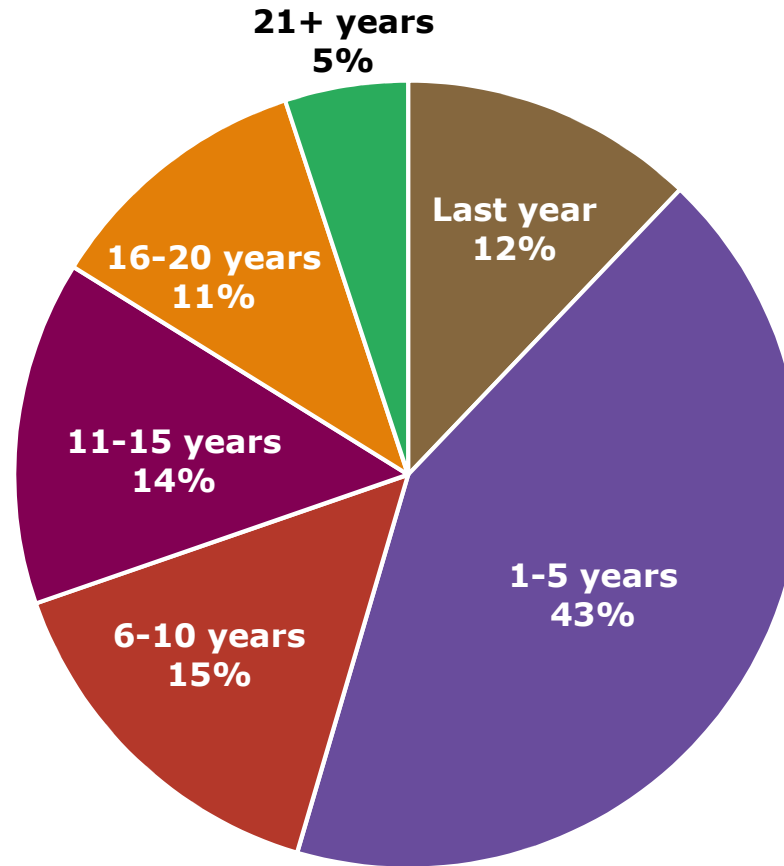
Many relationship triggers

How did you first come across Charity X? Tick one option



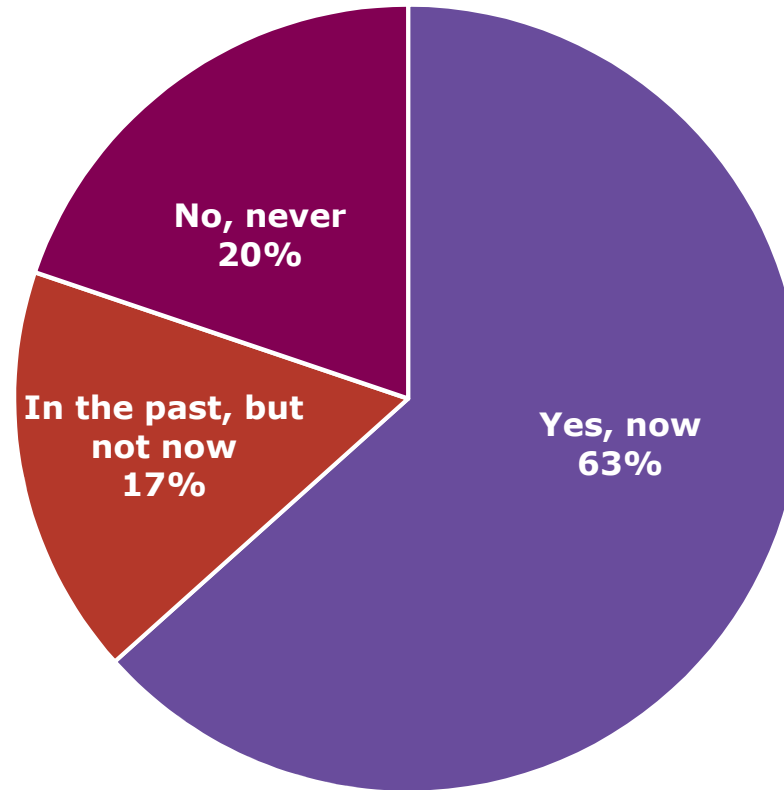
30% of bequests more than 10 years old

How long ago did you include charity X in your will?

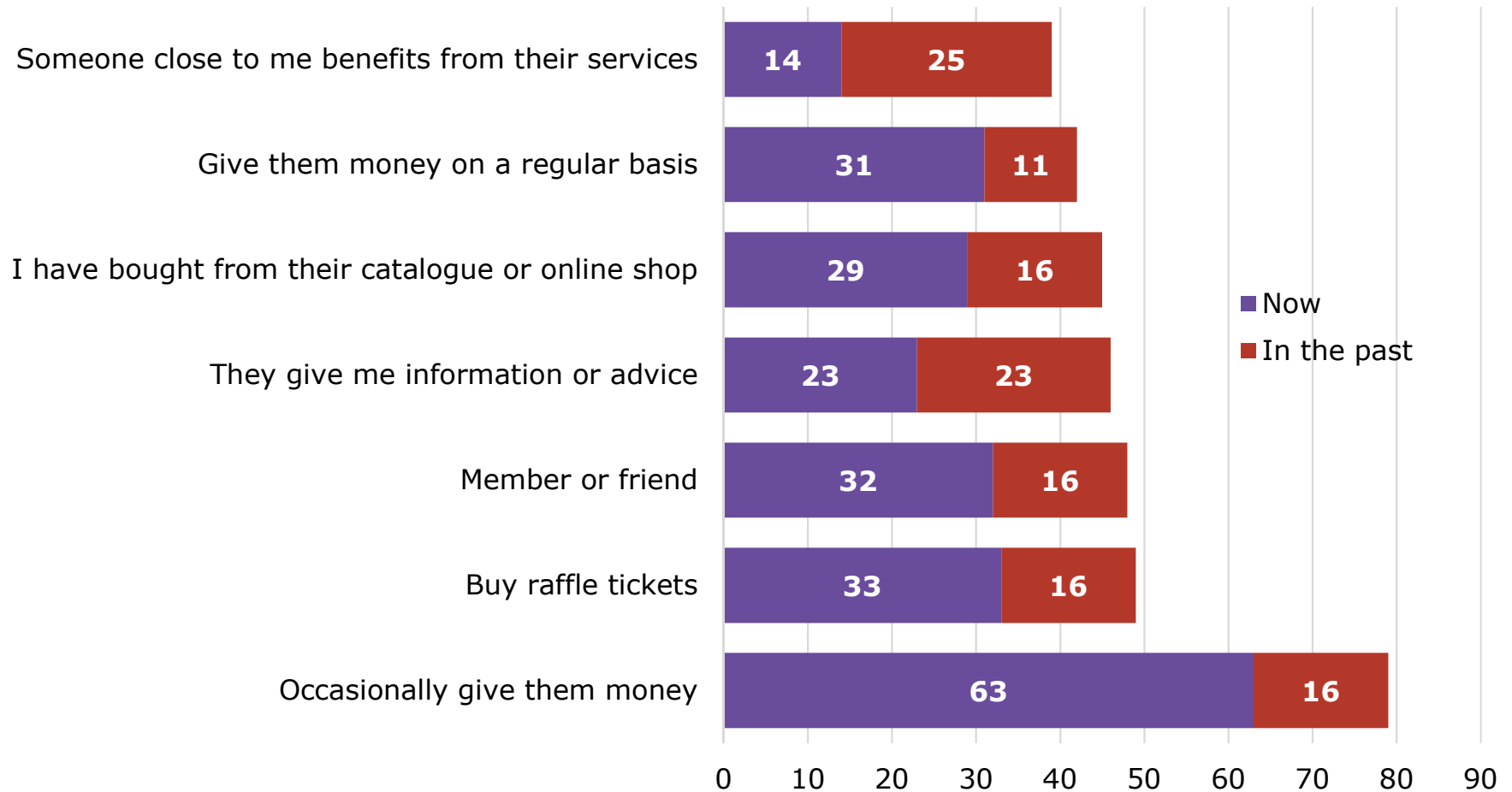


1 in 5 have never had direct contact

Any contact, communications or materials with the charity?



Occasional gifts most common contact

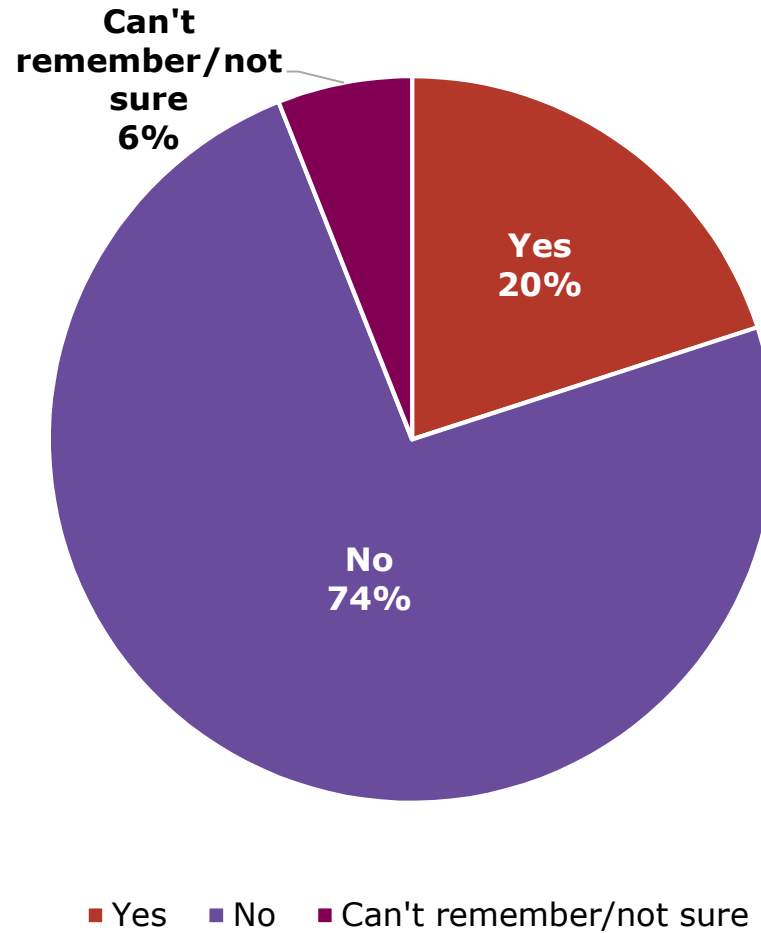


Invisible Legator pilot survey, May 2017



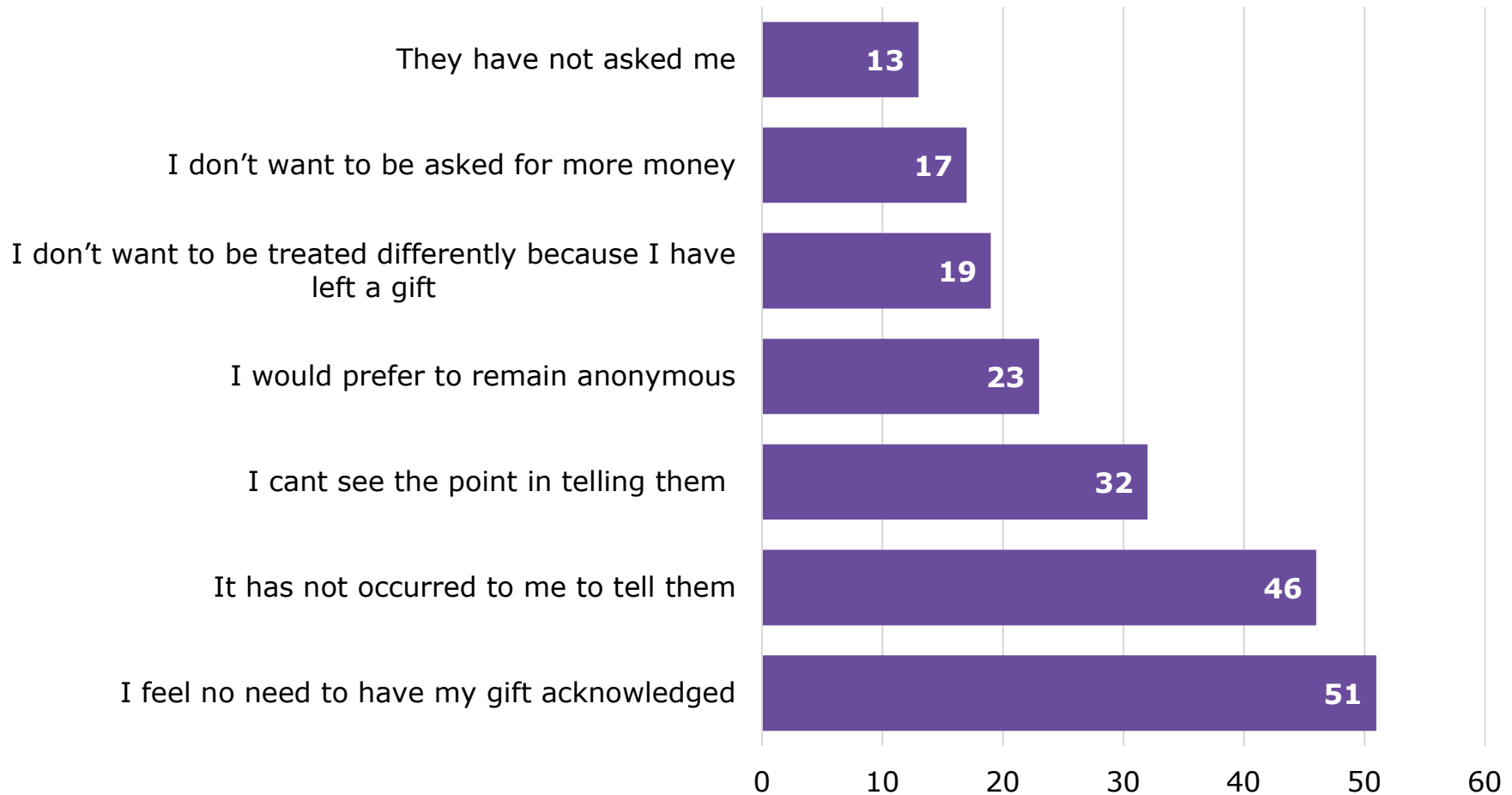
Three quarters of bequests undisclosed

Does the charity know you have included them in your will?



Many don't see the point of telling you!

Tell me why Charity X does not know they have a gift



What happens next?

- Analyse main survey results (1,021 people, 2,039 bequests)
 - Regression and segmentation analysis
- Focus groups and depth interviews with clusters of **undisclosed**, **unrecognised** and **unknown** pledgers
- Report to client consortium by Christmas



Thanks to our consortium

Action for Children	CAFOD	IFAW	RNLI
Age UK	Cats Protection	Macmillan Cancer Support	Royal British Legion
Alzheimer's Society	The Christie	Marie Curie	RSPCA
Arthritis Research UK	Cancer Research UK	National Trust	Scope
Barnardo's	Diabetes UK	NSPCC	Sense
Blind Veterans UK	Dogs Trust	Oxfam	Shelter
British Heart Foundation	GOSH	PDSA	WaterAid
British Lung Foundation	Guide Dogs	RNIB	WWF UK

