

Sharon, (1) clear objectives and what we wish to achieve. (2) Leaders must lead by example and do what we are asking of our core donor base to ensure charity remains sustainable.

Future-thinking to shore up the next generation of our organisation and our supporters.

How their donation/gifts in will help eg one breathing machine costs \$10k

Gifts in Wills are long-term, sustainable income

How much money are we losing by not investing in the GIW program. Example - supporter giving gift to another charity that has been investing in GIW program.

Tug at their hearts strings - use an emotional story of a client

Great way to engage supporters who might be cash-poor, but very passionate about giving back

Lead from the front. Be an example for our people, donors to do the same. You can influence so many more people because you are a top executive/leader/and compassionate.

long term revenue generation. Something that we can have in the pipeline for long term stability. Use the emotive aspect. Gifts in wills can be pitched as a legacy

Gifts in Wills are often unrestricted funding

Case Study: Use some examples from another similar organisations for visual context, so they can see how it works and works well..

Would you allocate resources to effectively steward a major donor? How is a GiW donor any different?

Gifts in Wills supporters are more engaged living donors

Staff who have left a GIW to the organization to meet with the board and share their personal story and connection to the cause.

Talk about the Board being Leaders and setting the culture of the organisation.

Consider developing an ally with a legal professional, i.e. and do a co-presentation about GIW with them

Thien/Gary - Be strong in clarifying the WHY. Use real examples/stories to get the cut through and give the feels. Need to make the audience FEEL that they will make impact

Gary/Thien - Charisma/Energy/Passionate - greatest way to influence (doesn't cost anything either)

Present the average of how much we received for GiW yearly in comparison to the overall organisation donation.

Gifts in Wills will support future generations, which includes your children and grandchildren. It protects your wishes, your values and life story for many years to come.

Bring the conversation of legacy and examples of people who have passed and the reasons behind their support (legacy).

Gary/Thien - Ask Board to reflect on their careers and their achievements and how others have helped them, and this is their opportunity to do this for others. Vision for the future.

Present what the impact of the donation/support can do for the organisation and its purpose.

Gary/Thien - Strong Examples - 12 Million dollar anon donation. Donations in perpetuity...

Giving ultimately comes from the heart, not the head - leaving a GiW is an act of love.

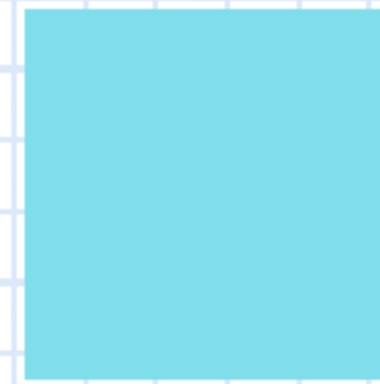
When a donor hears that a board member has left a GIW, it really shows how much they are invested in the cause and builds trust with our donors.

Consider partnering with a free online will service for ease and for younger donors.

Lead from the Front: Introduce a spirit of philanthropy into the board - add it into the position description - for example: to donate, attend events.

Highlighting the emotional and psychological impact of a GIW. The meaning and purpose that it can bring to one's life and future generations.

FAQ: I'm 45 years - why is it important to have a Will?





Continuity and heritage. Their GiW will be recognised years after they have left the organisation. "Forever leadership"

Cathedral thinking... you are laying the foundation stone for the future - even if you don't see the outcome.

Combatting the notion that the government pays for far more than they do - particularly in healthcare. The CEO can deliver that message more effectively.

Future of our health service, education, our planet, the board can champion all those causes.