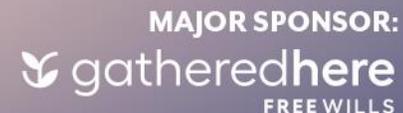


# From first gift to a lasting legacy: The life and times of a gift in Will donor

Karen Armstrong  
Megan Maya

THE MEANING OF  
**LIFE**  
*...and Legacy*  
GIFTS IN WILLS VIRTUAL CONFERENCE



# What are our goals for today?



## GiW Sweet Spot

What are the demographics and attitudes of potential GiW supporters in Australia?



## Intention to Action

Understanding the steps to include a charity



## Life Events

How do life experiences connect with leaving a gift in Will?



## **GIW Sweet Spot**

What are the demographics and attitudes of potential GiW supporters in Australia?

**16%**

Confirmed and  
Considerers  
give over \$1,000

**5%**

Rejectors give  
over \$1,000  
(7% neutral)

Actual data

**41%**

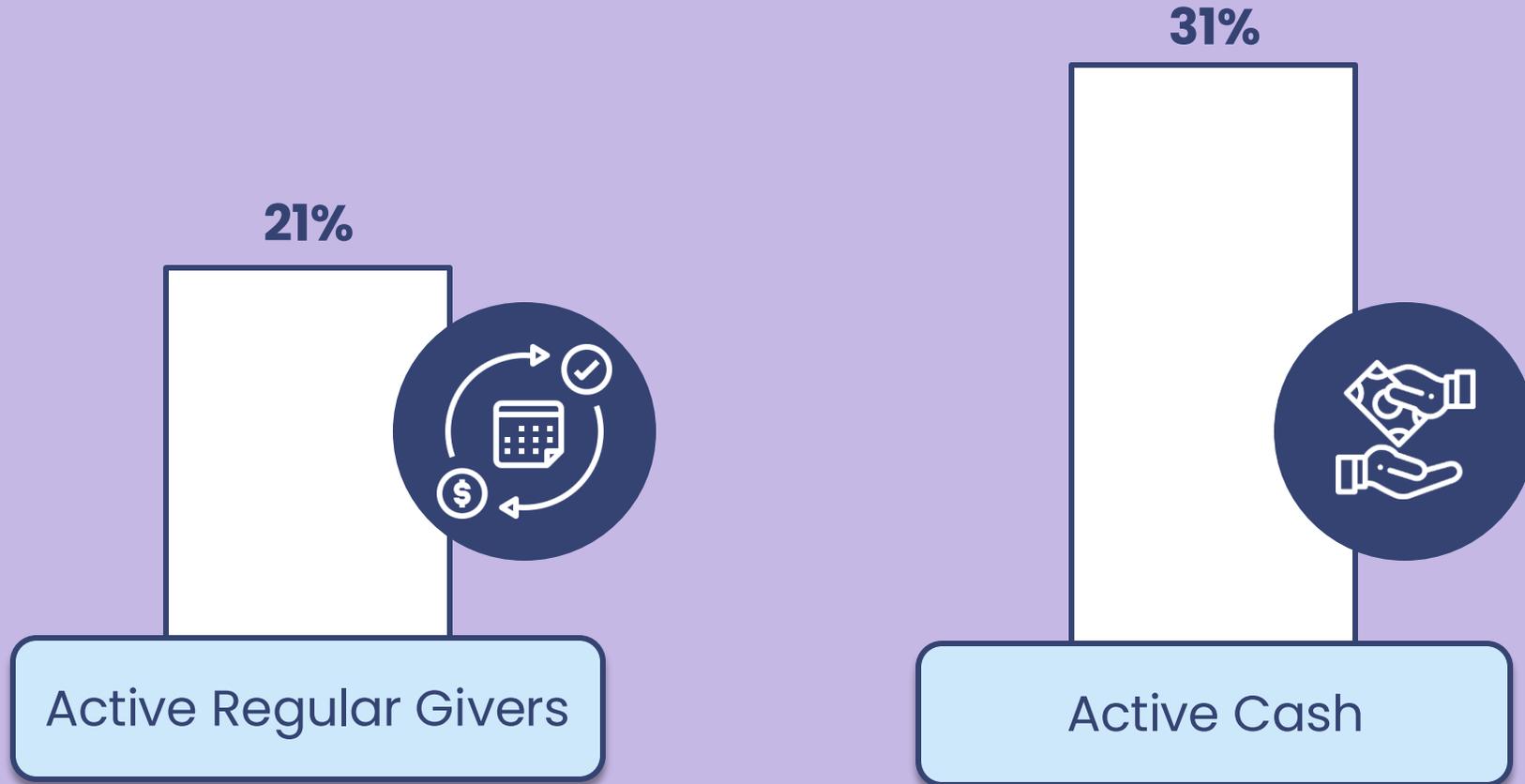
Active in Last  
Two Years

**28**

**MONTHS**

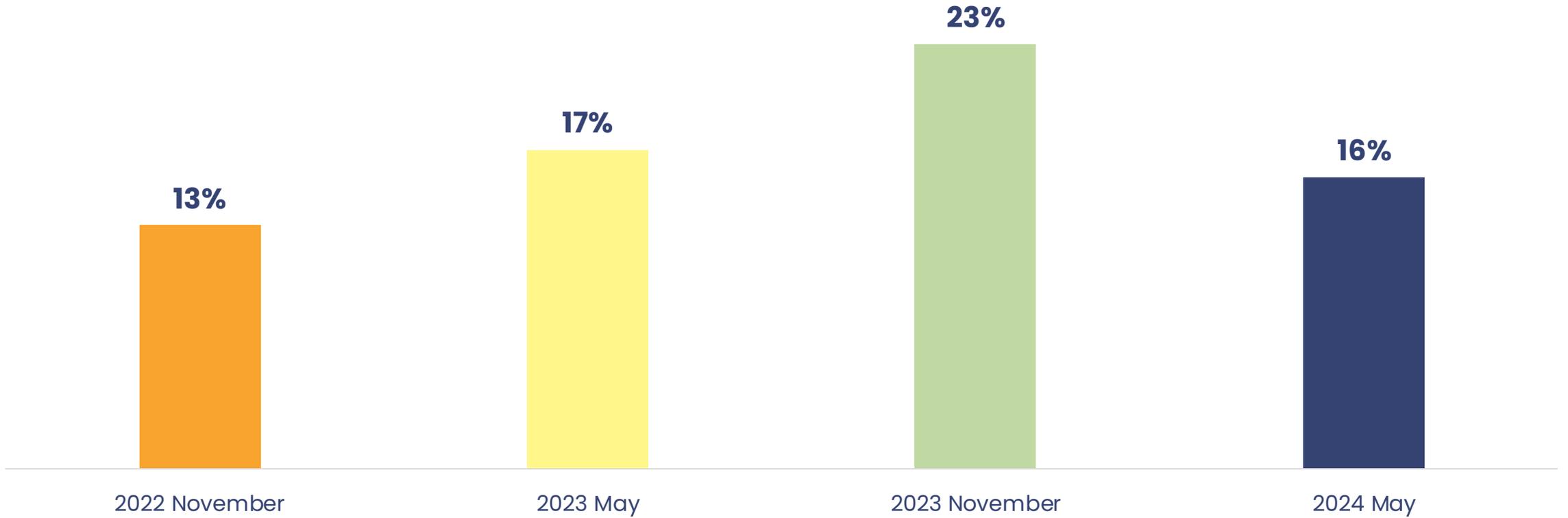
Average Time  
Since Last Gift

Actual data



Actual data

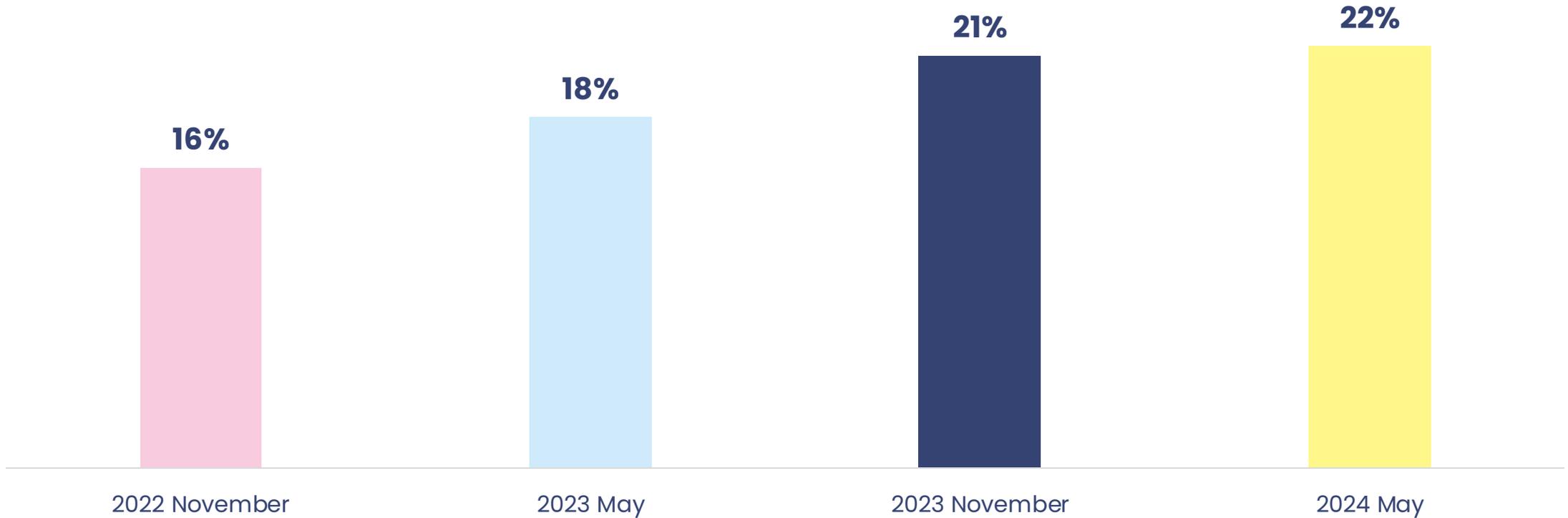
# Gifts in Wills



**Confirmed**

# Gifts in Wills

## Definitely/Probably likely to leave a gift



**Consideration**



**GiWs segments: 4100 over 4 waves**

**CONFIRMED**

**CONSIDER**

**NEUTRAL**

**REJECT**

**All responders**

**4,100**

**743**

**628**

**1151**

**1578**

**55yrs +**

**1519**

**174**

**116**

**379**

**850**

**Donors \$20+**

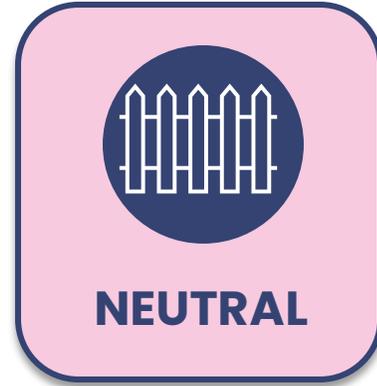
**3511**

**650**

**545**

**1005**

**1311**



**Donated more**



**Donated less**



Thinking about your charitable giving, did you donate more, less, or about the same amount of money to charity this year compared to last year?



**Donated less**

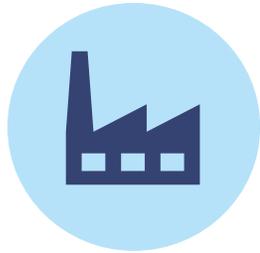
**1**

My living costs have gone up, so I just can't spare the money for donations right now.  
(50%, 64%, 80%, 79%)

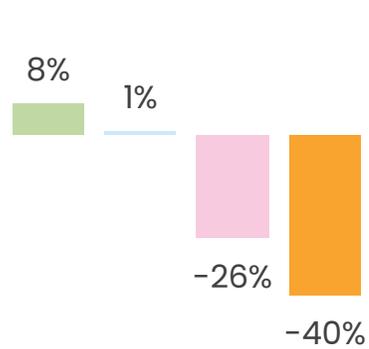
**2**

I've been overwhelmed by too many requests for donations..  
(29%, 4%, 4%, 8%)

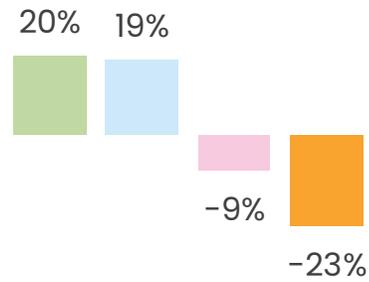
# Financial Outlooks (Donors \$20-\$5,000)



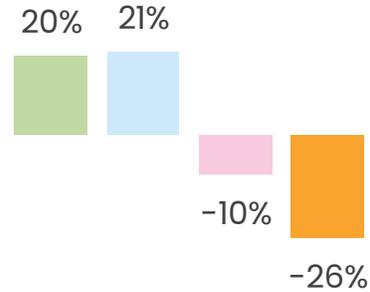
Economy



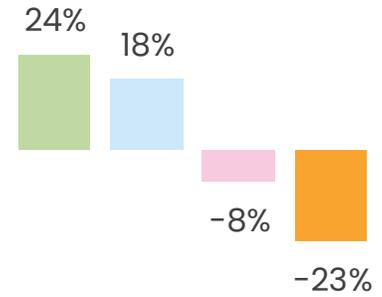
Personal



Giving

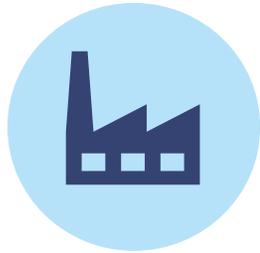


No. Orgs



Confirmed Consider Neutral Rejector

# Financial Outlooks (Donors \$20-\$5,000 / split age)



Economy



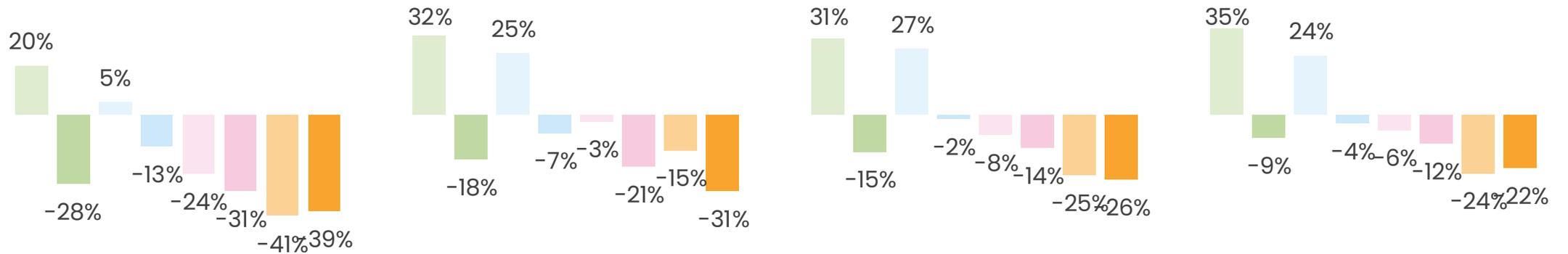
Personal



Giving



No. Orgs



■ Confirmed <55Y  
 ■ Confirmed >55Y  
 ■ Consider >55Y  
 ■ Consider <55Y  
■ Neutral <55Y  
 ■ Neutral >55Y  
 ■ Rejector <55Y  
 ■ Rejector >55Y

# Two Speed Stewardship





**23%**

After every donation.

**31%**

For confirmed



**19%**

Special recognition after a certain number of donations has a specific impact.

**37%**

For confirmed



**They are talkers**  
(Under 55yrs)

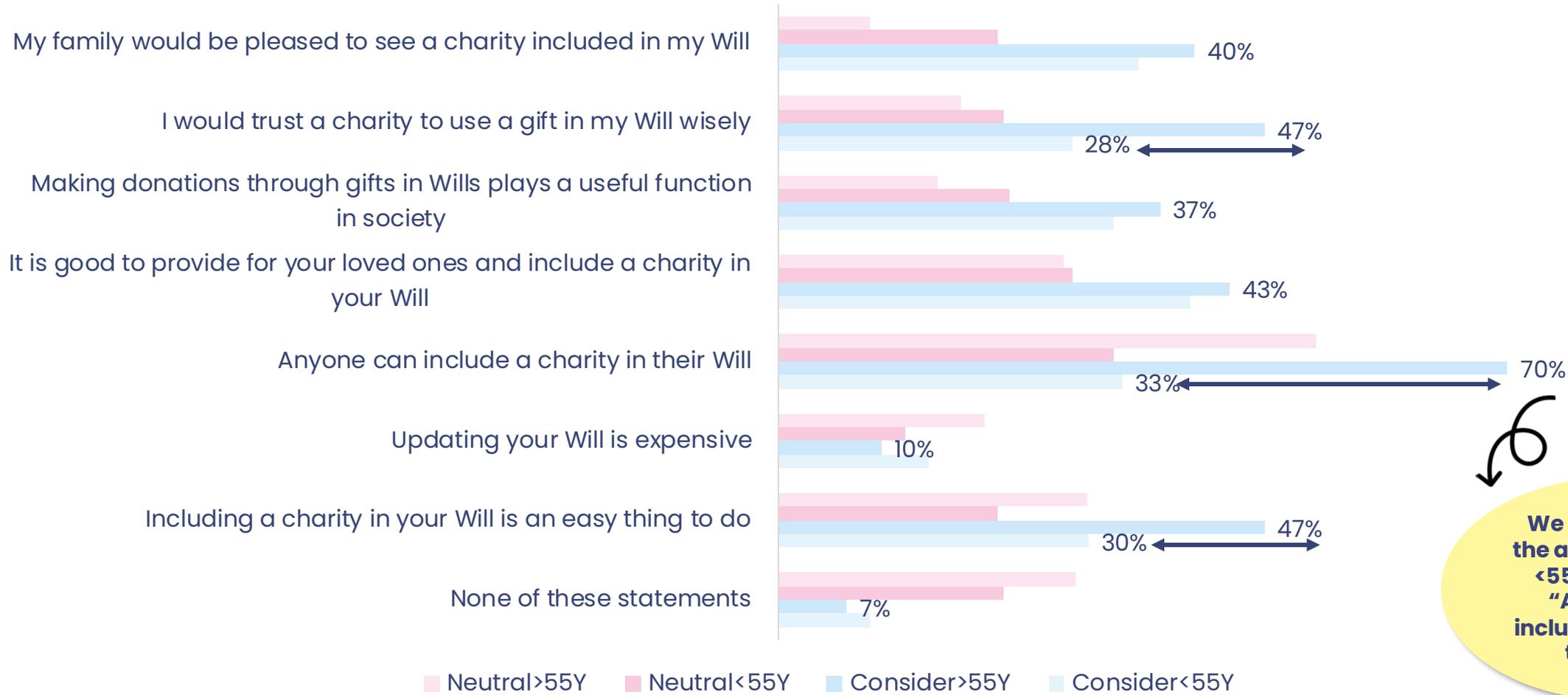
**1**

Yes, I have recommended a/multiple charities to others. (NPS)  
(65%, 58%, 38%, 24%)

**2**

Have you ever recommended organisations or brands to family, friends or colleagues for each of the following? Often/All the time  
(73%, 61%, 44%, 27%)

Older confirmed/considerers are only stronger than rejectors 55yrs+

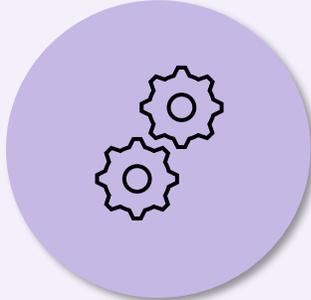


**We need to close the attitude gap for <55Y especially "Anyone can include a charity in their Will"**

# Attitudes to GiW

## GIW Sweet Spot

What are the demographics and attitudes of potential GiW supporters in Australia?



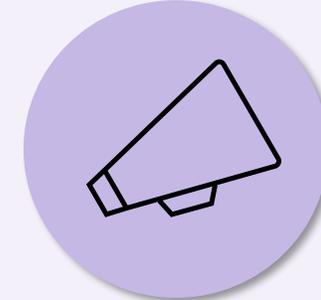
### Run your campaign on 2-speeds by age

Our 55yrs + and under 55yrs are dramatically different audiences in terms of financial optimism, giving and sharing.



### Build Trust

Keep building trust with your audience. They need to know you will use their gift wisely.



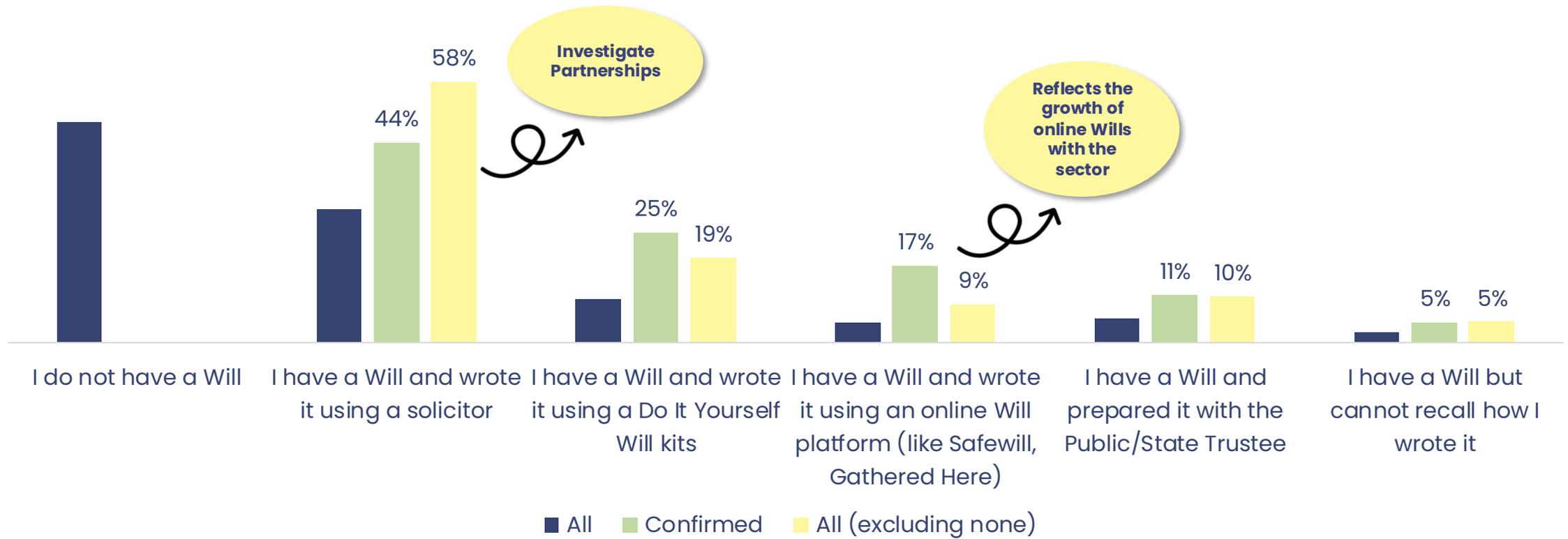
### Continue to Normalise!

They are talkers. Utilise this to promote the idea that including charities in wills is accessible for everyone and it's EASY.

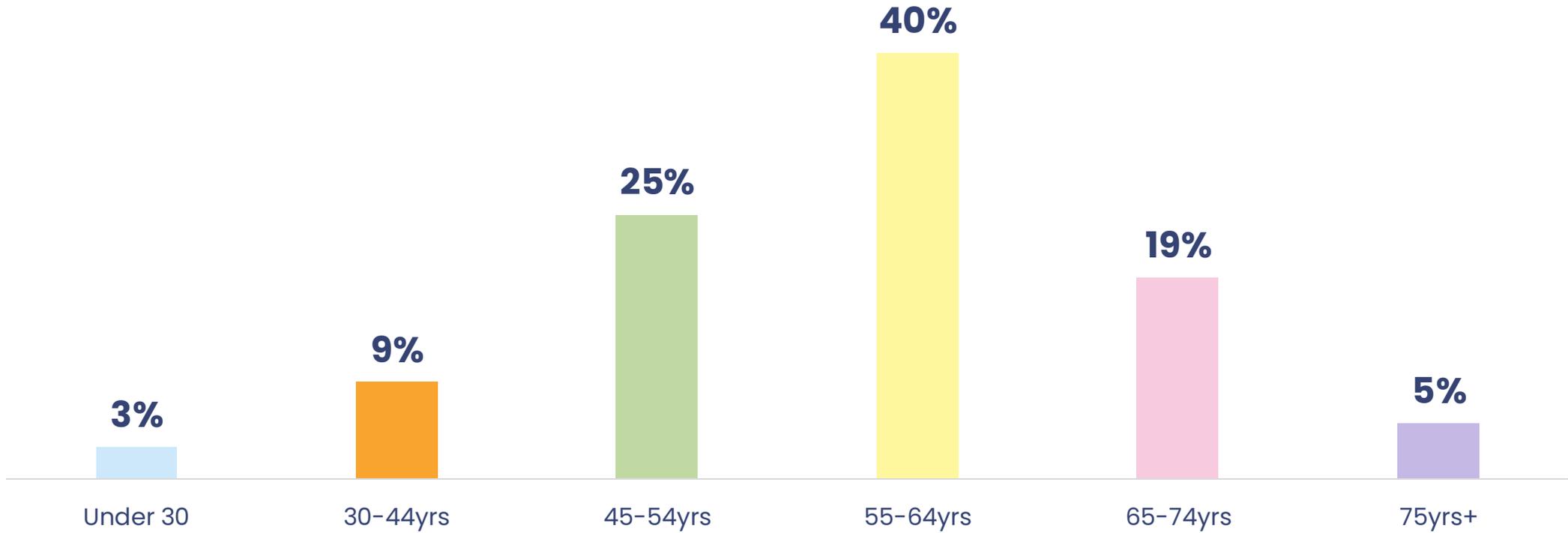


## **From Intention to Action**

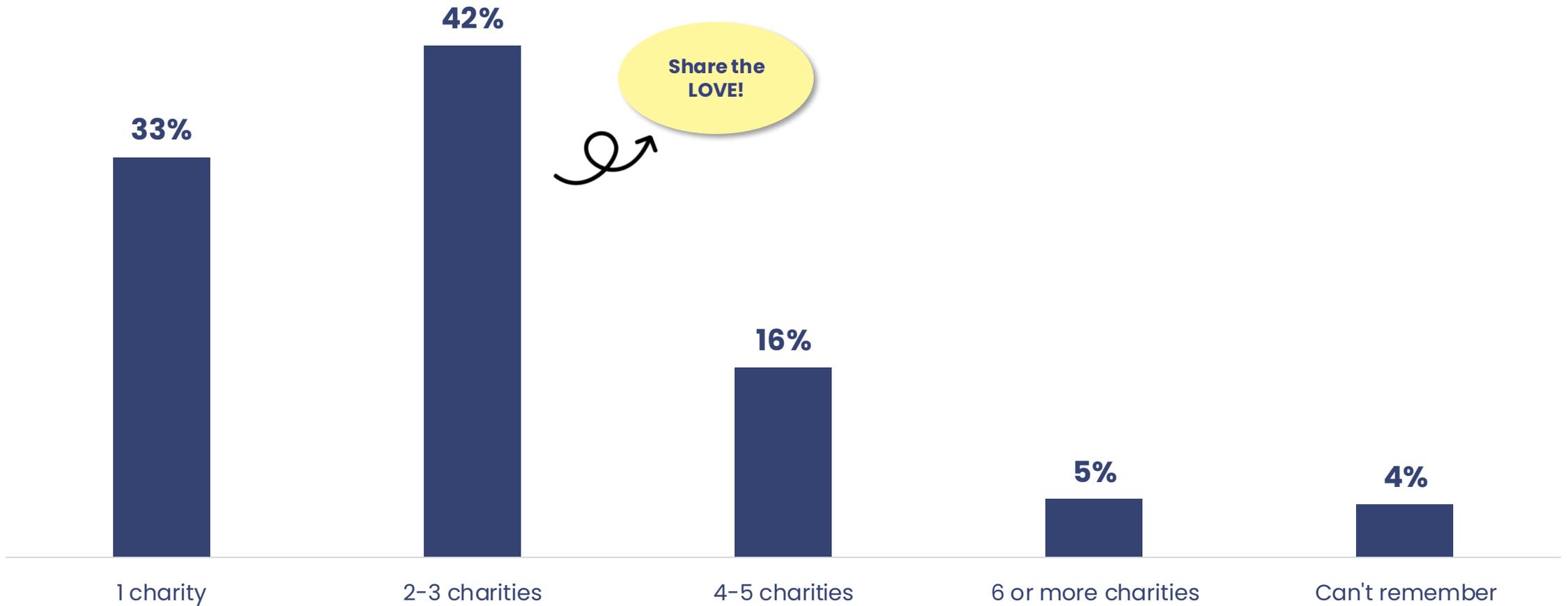
Understanding the steps to include a charity



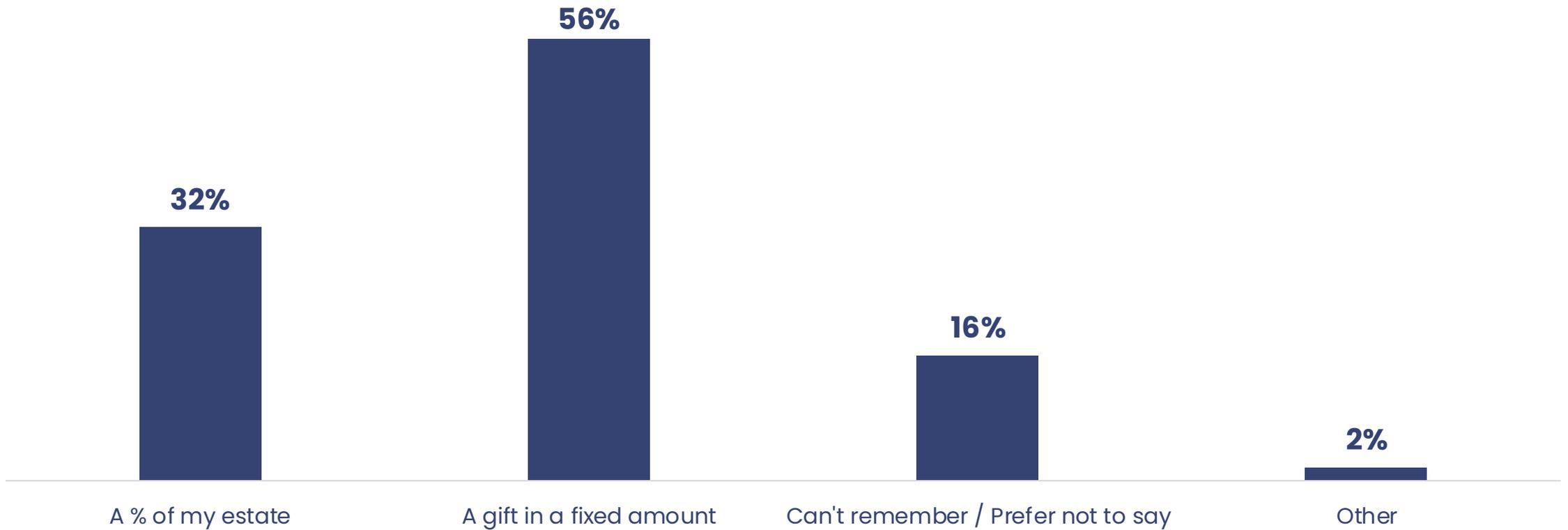
# Will Writing



**Their Age: Confirmed**



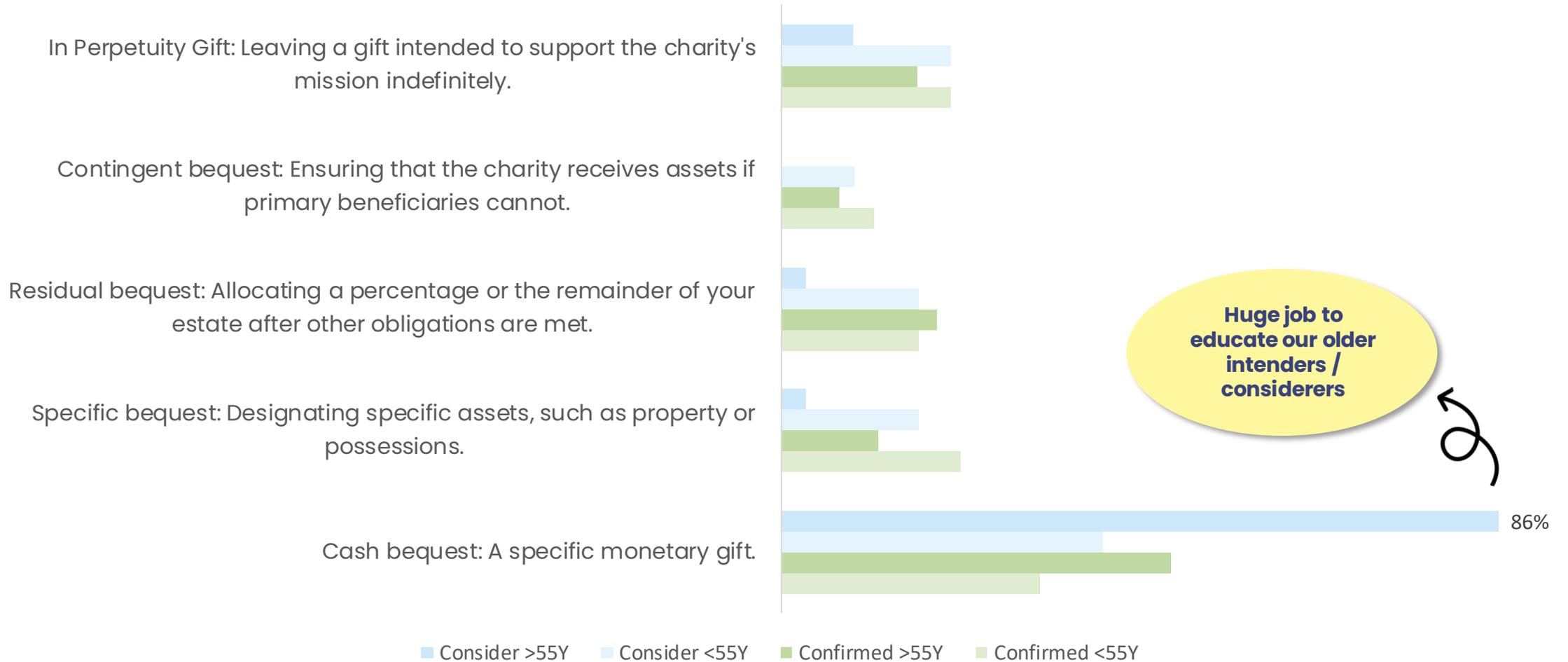
# How many charities included



# Type of gift



# Impact of gift?



# Impact of gift?

Leaving a proportion of your estate to a charity, rather than a fixed amount reduces concerns as to whether you will have enough to support family, friends and the causes you are passionate about. Irrespective of how much or how little you share, everyone



Leaving a percentage of your estate to charity ensures that you will have the greatest impact with your charitable giving.



You may wish to provide for your family and friends first and leave what is left (the residue) to a charity. Doing this, your gift to the charity is likely to increase in value. If you leave a cash sum it will be eroded by inflation over time. Leaving a s



By leaving a percentage of your estate to charity, you ensure that your gift reflects your wishes today, maintaining its impact even as costs increase in 5, 10, or 20 years.



Designating a percentage of your estate to the charity's endowment fund ensures sustained support for your favorite cause, allowing your contribution to make a lasting impact for years to come.



Allocating a percentage of your estate to charity ensures your gift grows over time, potentially surpassing the impact of a fixed amount.



# Influence the Impact: Confirmed

## More Strategic Public Research

### Residual Gift Deep Dive

21%

Leaving a proportion of your estate to a charity, rather than a fixed amount reduces concerns as to whether you will have enough to support family, friends and the causes you are passionate about.

Irrespective of how much or how little you share, everyone is looked after fairly.

**Everyone Looked After Fairly**

19%

Leaving a percentage of your estate to charity ensures that you will have the greatest impact with your charitable giving.

**Greatest Impact**

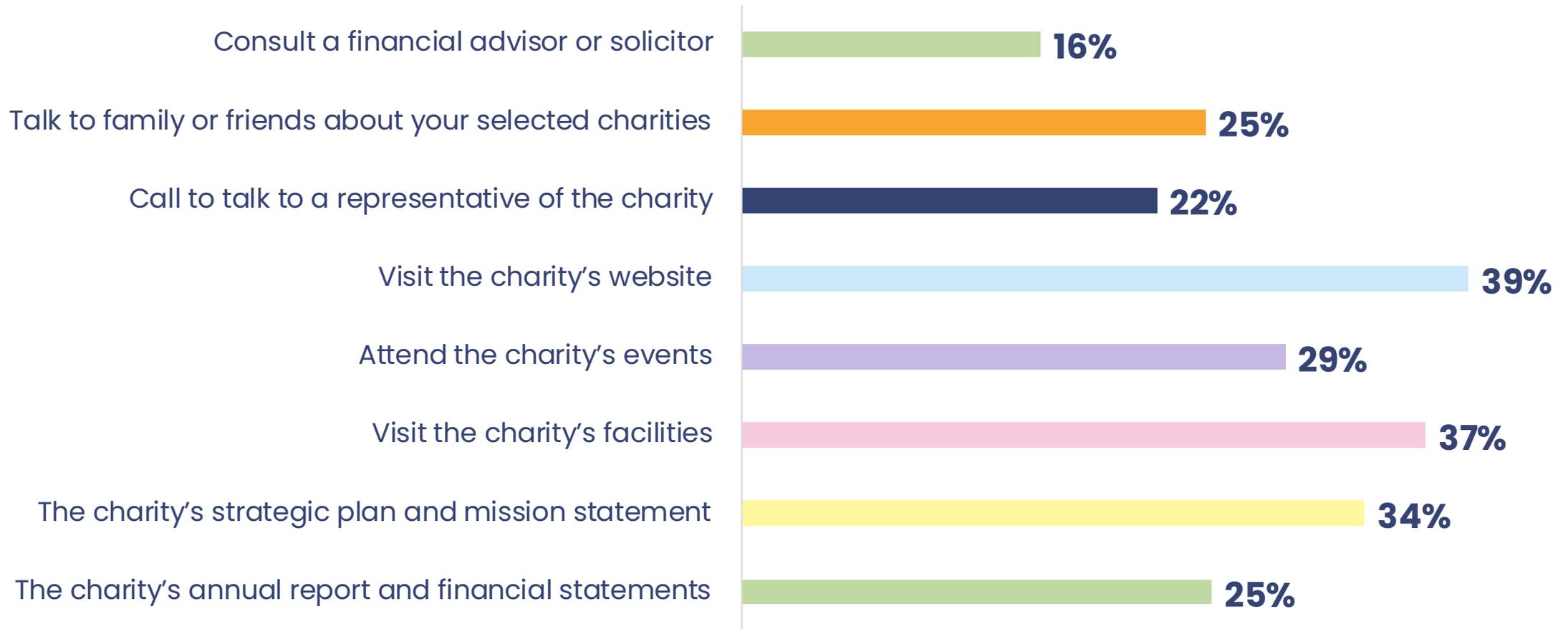
18%

You may wish to provide for your family and friends first and leave what is left (the residue) to a charity.

Doing this, your gift to the charity is likely to increase in value. If you leave a cash sum it will be eroded by inflation over time.

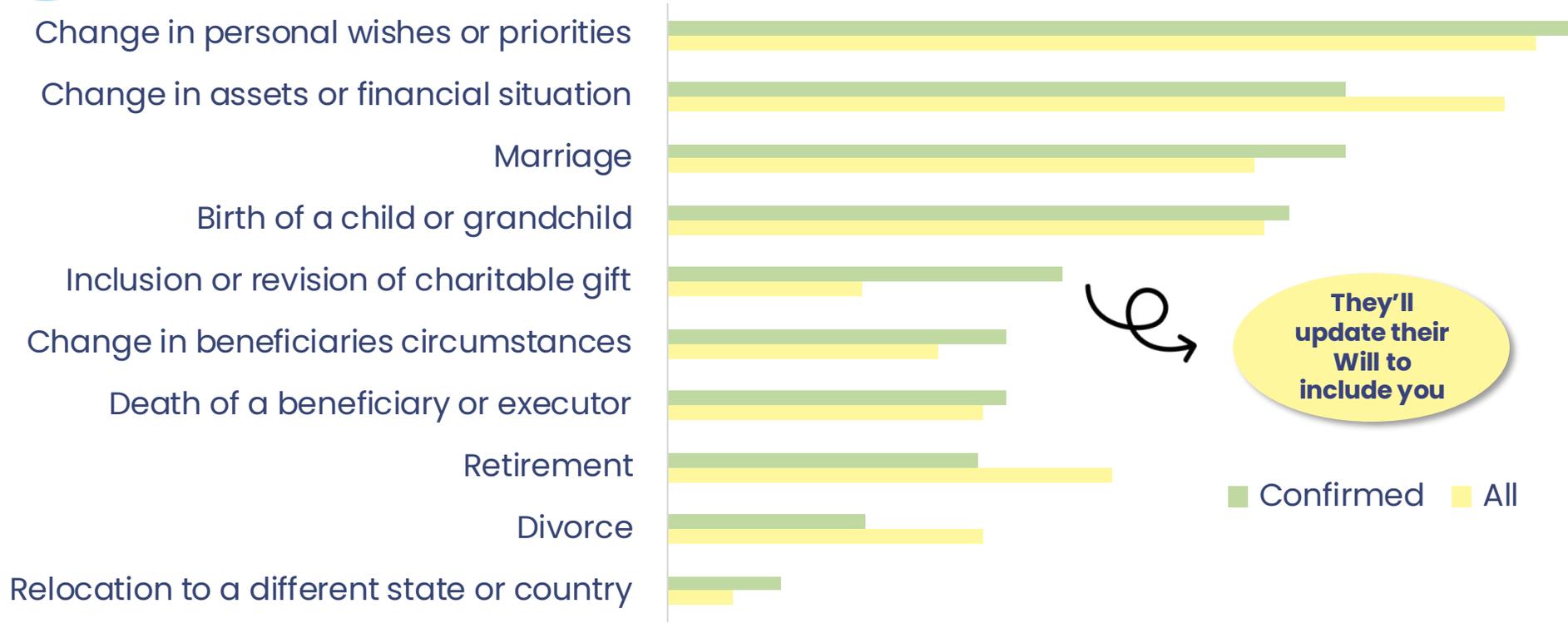
Leaving a share (residue) of your estate means your gift can achieve/ be used in the way you had intended it to and more.

**Increase Value**



# Information they sought: Confirmed

Changes in Personal Wishes



# Reason for updating your Will

# Reason to Include a charity



I was updating my Will for various reasons and saw it as an opportunity to ensure charitable giving was part of my legacy.



Recognising the importance of philanthropy and wishing to redirect my personal wishes from an individual beneficiary to support a charitable cause in my Will.



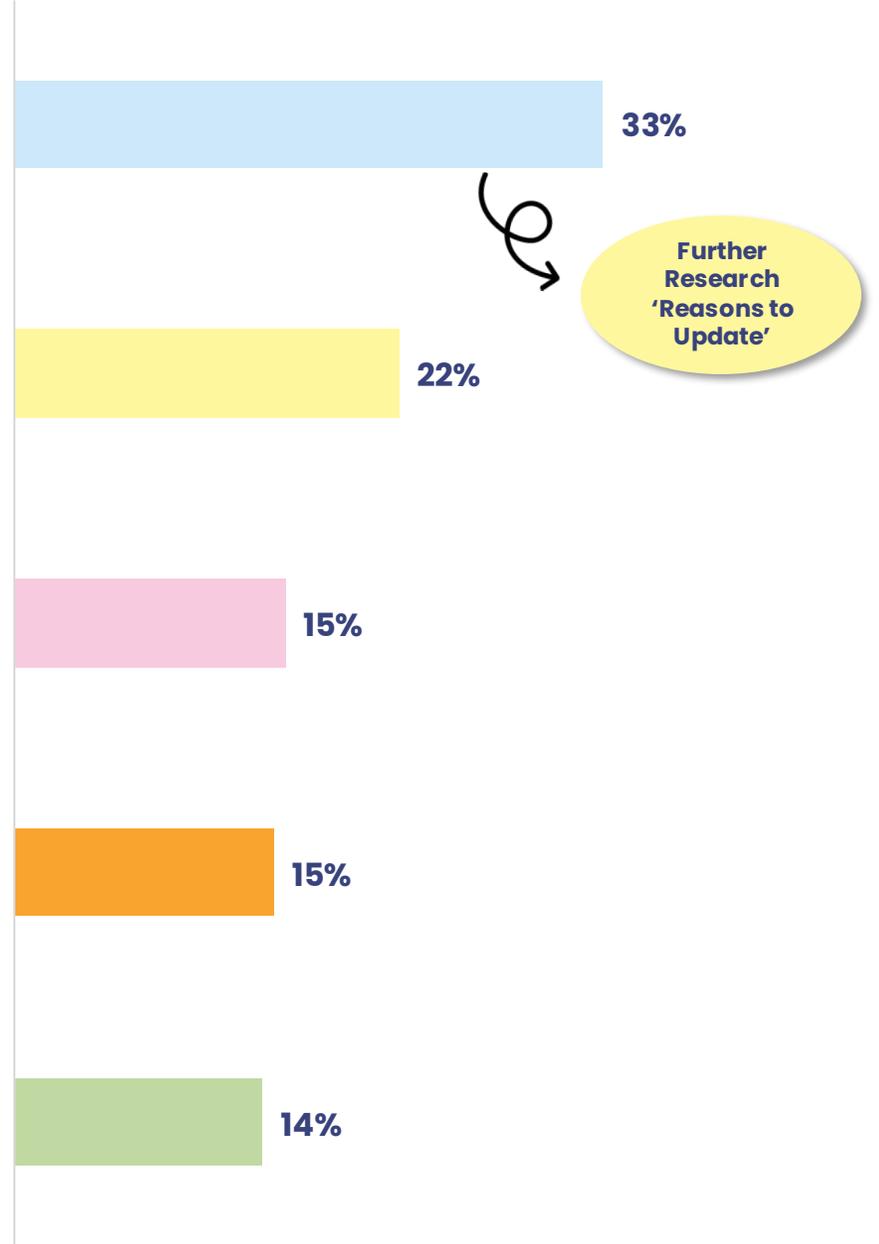
The advice and encouragement from family members, friends, or colleagues played a significant role in my decision to include a charity/charities in my Will.

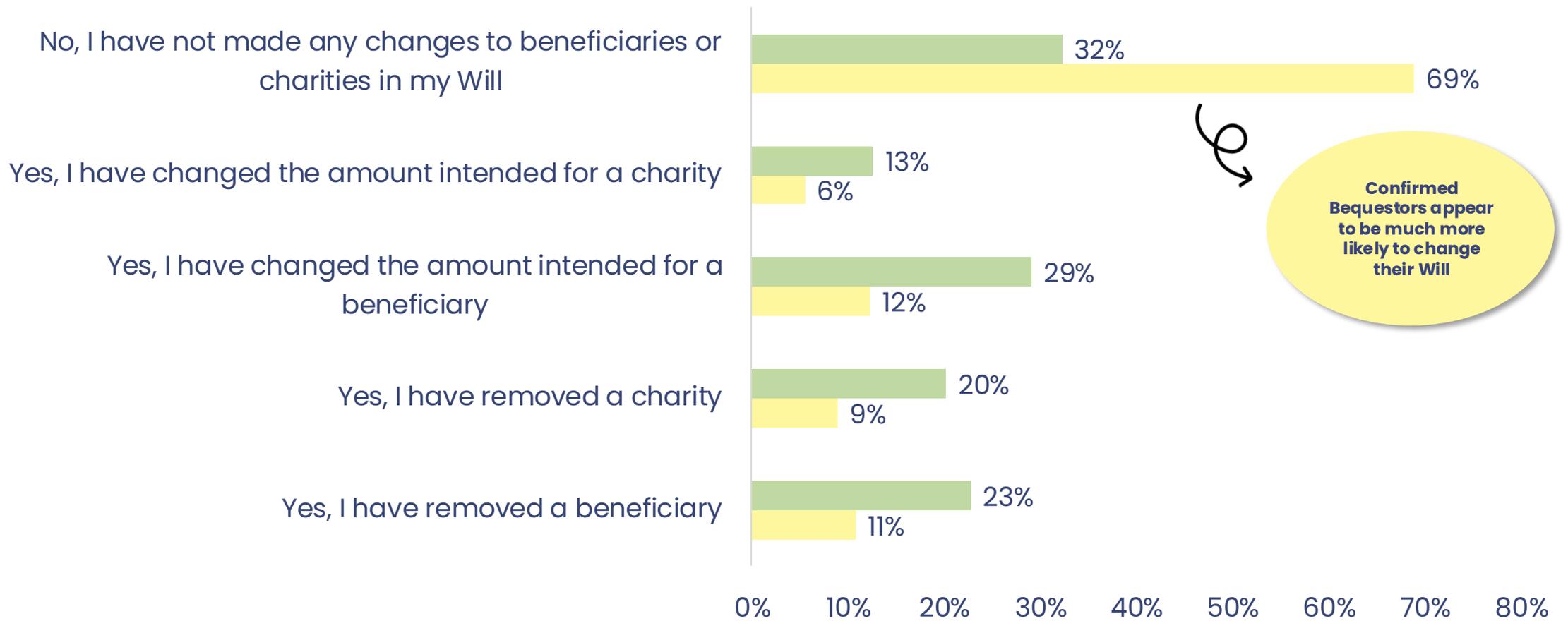


Upon seeking professional advice from a financial advisor or solicitor, I was advised to consider including charitable giving in my Will as a meaningful way to leave a lasting impact.

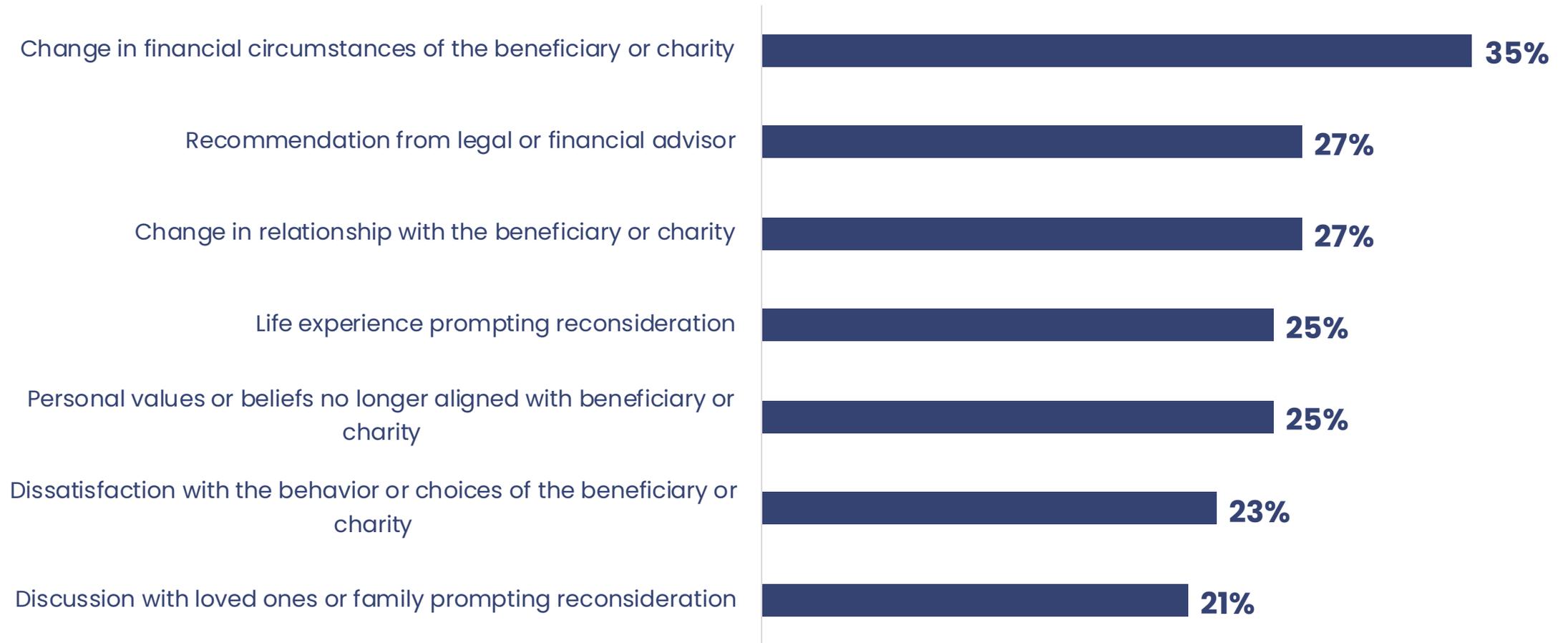


After engaging in a meaningful conversation with a charity, I gained deeper insights into their work and impact, inspiring me to include them in my Will.





# Is there a risk of being removed?

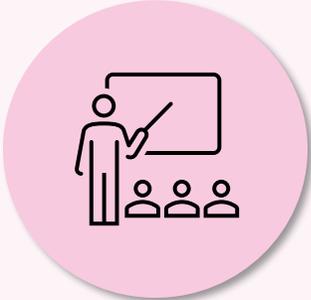


# Why did they change?

Caution: Small sample size

# From Intention to Action

Understanding the steps to include a charity



## Provide EDUCATION content

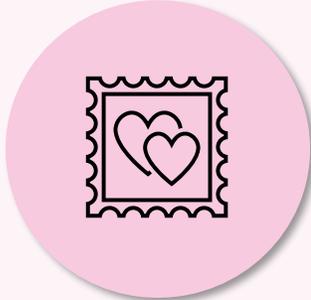
Provide clear, easy-to-follow guides on the different types of bequests and their benefits. Especially older considerers.

They engage with it!



## Partner with Solicitors

Partner with financial advisors and solicitors to encourage discussions about including charities in Wills, and to build trust.



## Once Won steward them well

Our confirmed Bequestors are likely to change their mind. This is a reflection of their life values and they want to make the right decision that expresses their personal wishes.



## **Life Events**

How do life experience connect with leaving a gift in Will?

# Connection

Connection

Importance

Trust

Long Term Focus

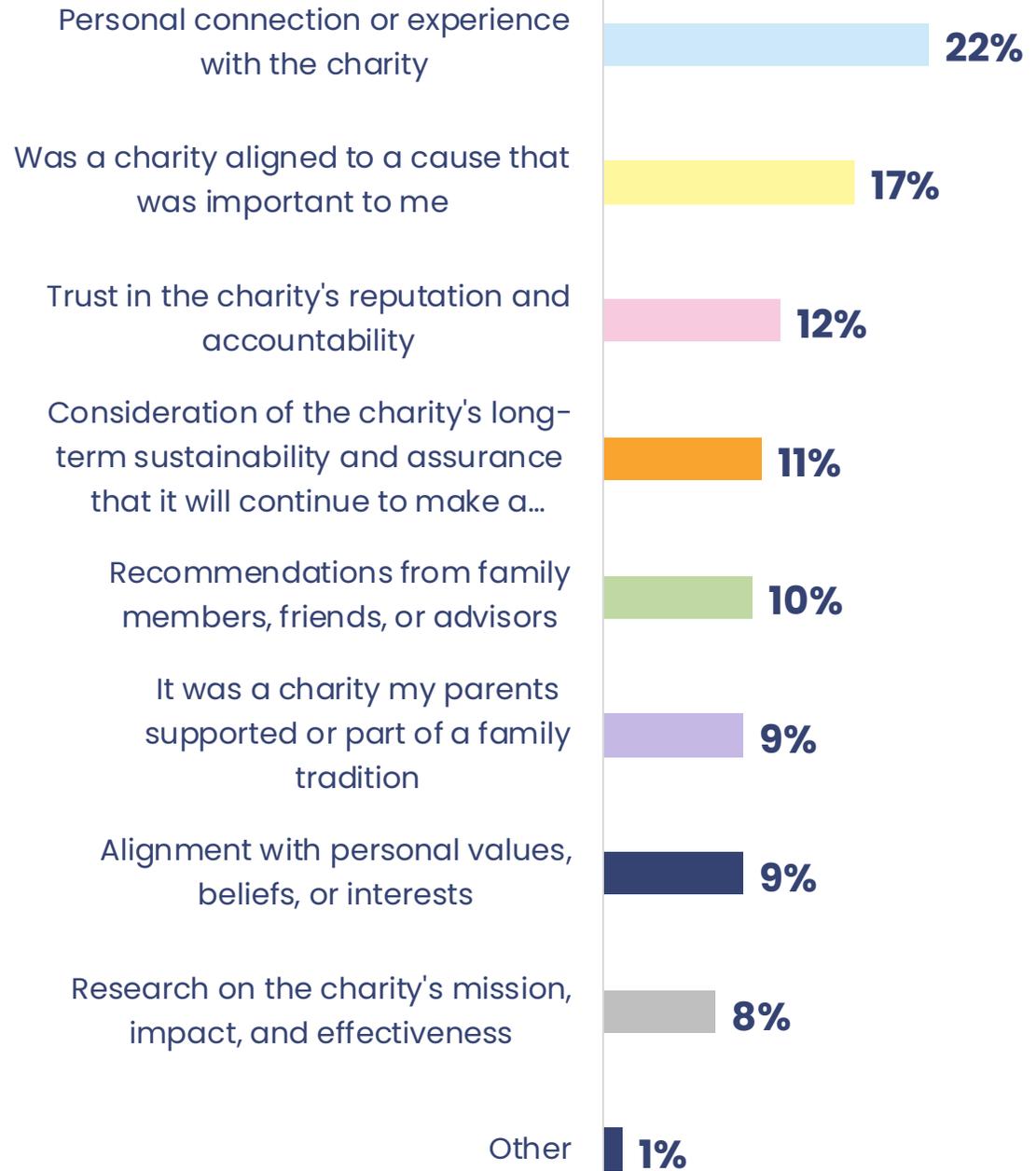
Recommendation

Family Tradition

Values

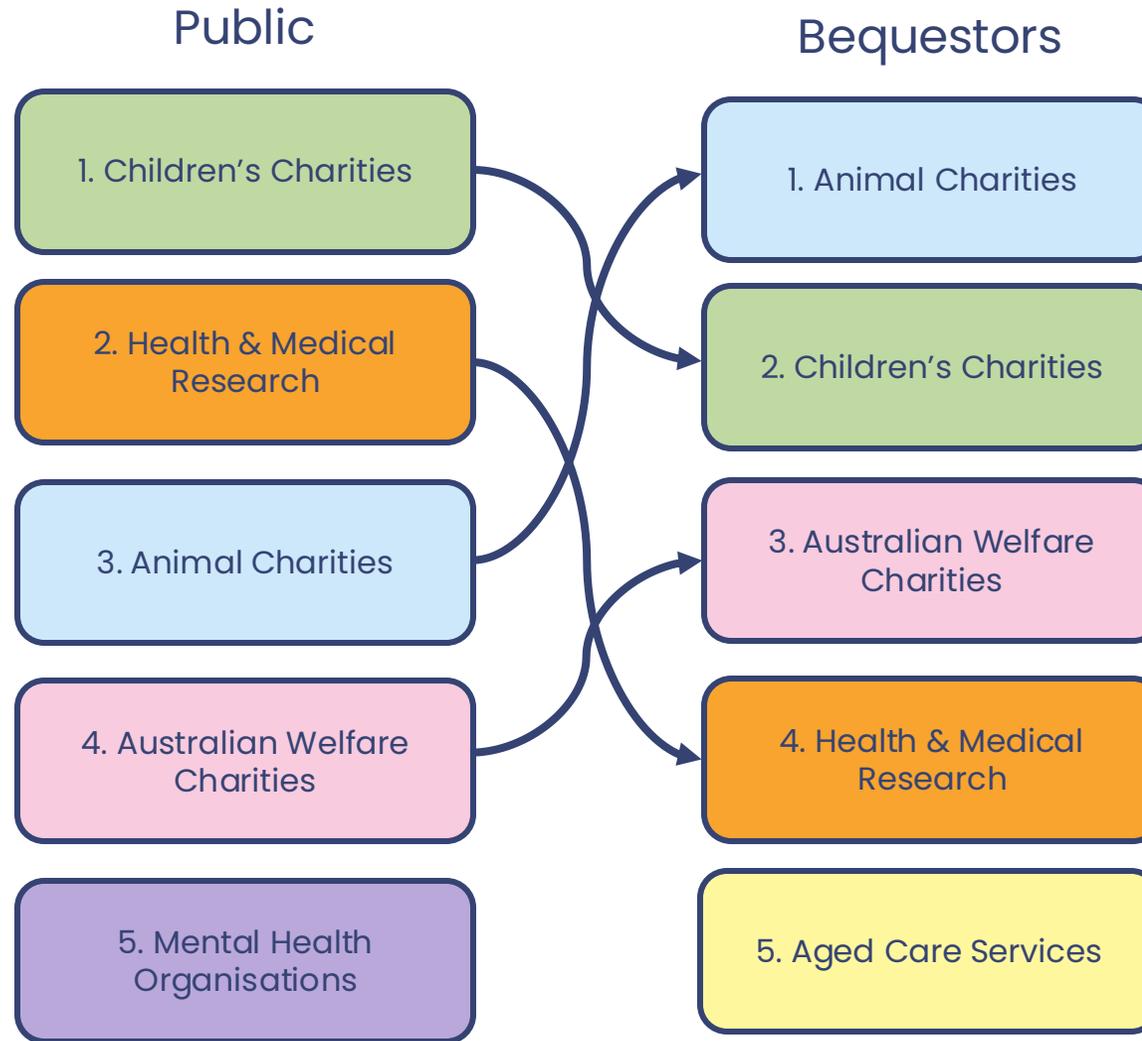
Charity Information

Donors \$20+



# Cause Connection

Causes they are most likely to support with a charitable donation:



# Life Experiences: Confirmed

## Immediate family

- 10. Homelessness – only to rejectors
- 12. Natural disaster – only to rejectors

## Extended family

- 2. Heart Disease
- 3. MND
- 4. Low vision/Blindness
- 5. Stroke & Mental Health – only to rejectors
- 6. Low vision/Blindness
- 7. Alzheimer's/Dementia
- 8. Intellectual disability
- 9. Physical Disability
- 10. Homelessness
- 11. Domestic violence
- 12. Natural disaster
- 13. Immigrant or refugee status

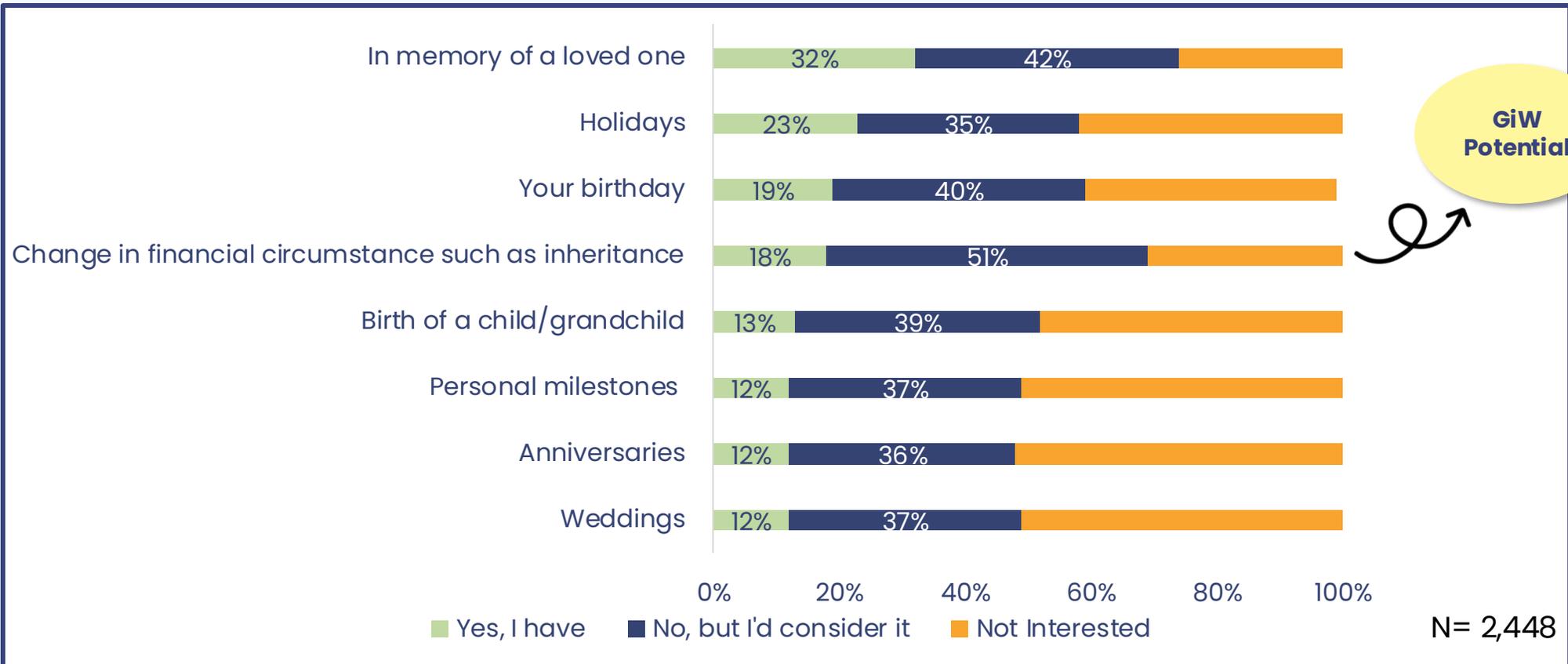
## Friends / Colleagues

- 1. Cancer
- 2. Heart Disease
- 4. Low vision/Blindness
- 5. Mental Health – only to rejectors
- 6. Low vision/Blindness – only to rejectors
- 7. Alzheimer's/Dementia
- 8. Intellectual disability
- 10. Homelessness
- 11. Domestic violence – only to rejectors
- 12. Natural disaster
- 13. Immigrant or refugee status

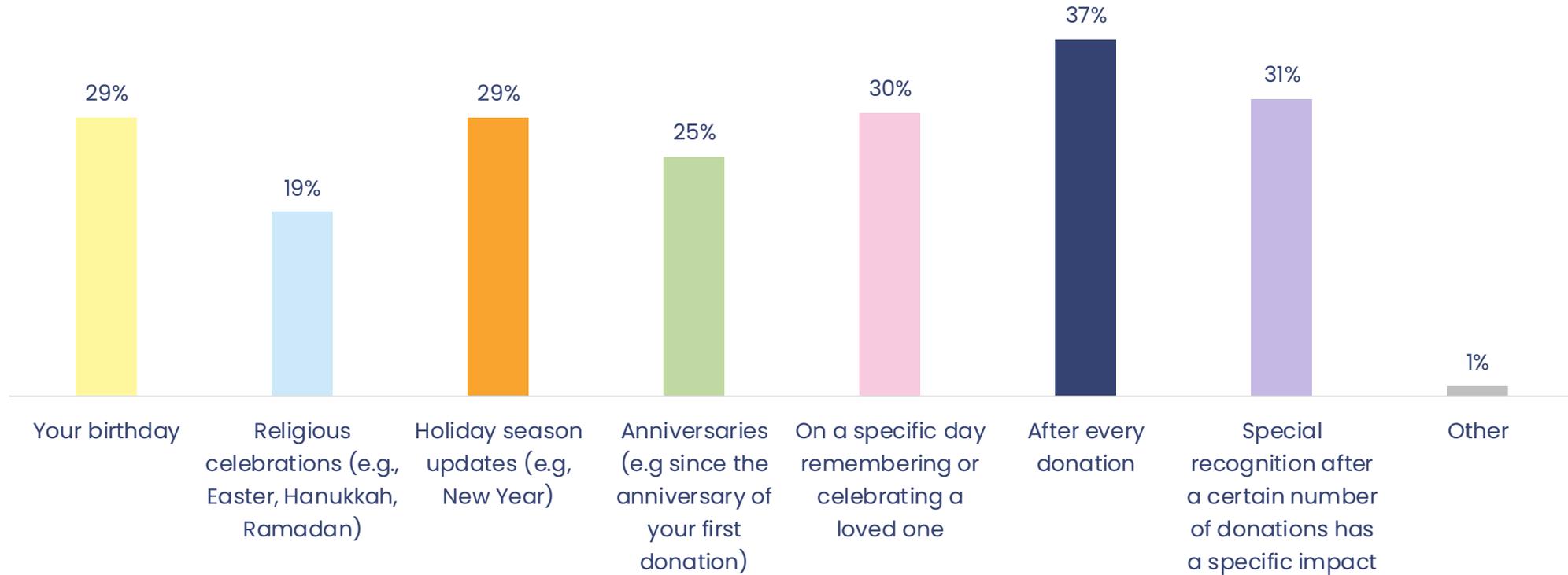
## More Strategic Public Research

### Life Events and Cause Connection

*People often give to charities during life events occasions to...*



When it comes to hearing from charities you support, which of the following occasions or milestones would you appreciate receiving updates or hearing from them?



# Supporter Engagement for a Lifetime



**29%**

People would like to hear from charities for their birthday.

**32%**

For confirmed



**21%**

Have given to charity to celebrate their birthday.

**50%**

For confirmed



**44%**

Would consider giving to charity to celebrate their birthday.

**37%**

For confirmed

## Life Events

How do life experience connect with leaving a gift in Will?



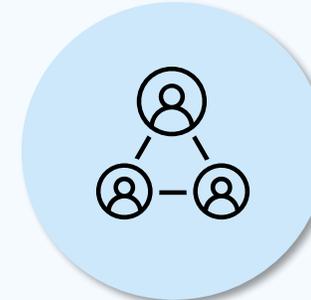
### Experience you create counts

It's their lifetime of experiences with your charity that creates the emotional connections. Nurturing for a long time.



### Connect with Key Moments

Key moments – In memory, birthdays, holidays and windfalls – create engagement opportunities.



### Do we need to rethink cause connection?

Have we understood the intricacies of personal connection and relevant life experiences?

# Our Key Insights CHEAT SHEET



## WILL WRITING:

Nearly half of Australians (48.8%) do not have a will.

Among those with wills, 29.6% use solicitors, 9.6% prefer DIY will kits, and 4.4% opt for online platforms.



## CHARITY INCLUSIONS:

Most donors include a limited number of charities in their wills, with 75.2% naming between one to three charities. Although in reality we've seen this can be higher in our charitable study.



## TYPES OF GIFTS:

Fixed monetary gifts are the most common type of bequest, preferred by 57% of donors, while 32% allocate a percentage of their estate.



## MOTIVATIONS:

Personal connections (22%) and alignment with causes (17%) are the primary motivations for giWs. Trust in the charity's reputation and long-term sustainability also plays a role.



## TRIGGERS:

Updating a will often prompts donors to consider including charities (33%), Additionally, professional advice from financial advisors (15%) and meaningful conversations with charities (14%) influence the decision to leave a giW.



## RISK FACTORS :

Financial circumstances (35%) and professional recommendations (27%) are the top reasons for altering Wills, Despite these potential changes, 69% of donors have not altered the beneficiaries or charities in their wills.

THE MEANING OF  
**LIFE**  
*...and Legacy*  
GIFTS IN WILLS VIRTUAL CONFERENCE

# Be part of the movement

[www.includeacharity.com.au](http://www.includeacharity.com.au)

