

## KNOW THE FACTS ABOUT GIFT PLANNING

1. The *Greatest* and *Baby Boom* generations currently hold almost 90% of all wealth in the United States. The youngest members of those generations are now 49 years old.
2. Over \$41 Trillion in wealth is in the process of being transferred from one generation to the next (from 1998-2052). It is anticipated; over **\$6 Trillion will be directed to charities.**
3. Top reasons why people made a planned gift:
  - *Charitable gift makes the world a better place.* (66%)
  - *Makes people feel good.* (56%)
  - *Can direct donation to specific causes.* (45%)
  - *Dead last in 10 question survey: Good way to pay less taxes* (17%)
4. 90% of all planned gifts are bequests – a gift left in a will or estate plan.
5. Once a bequest is recorded in a will, it remains there 93% of the time.
6. The value of the average bequest in the United States ranges from \$35K-\$70K; securing just 15 bequests could yield from \$525,000 to over \$1 Million.
7. A typical planned gift is roughly the equivalent to 400 annual gifts.
8. Some 30% to 40% of donors are strong bequest/Planned Giving prospects.

## TAKE A CLOSE LOOK AT YOUR DONORS.

9. 55% of donors ages 40-54 will consider leaving a planned gift or have done so. (However, only 27% of donors age 70+ plan to do so.)
10. 76% of planned giving donors do not consider themselves major givers.
11. 43% of all planned givers make annual gifts of \$500 or less.
12. 83% of current planned givers and best prospects say they have a natural affinity for an organization and that was the major reason for making gift.
13. 40% of those who have a planned gift in place have donated to an annual campaign for 10 or more years; 20% have donated annually less than 5 years.
14. 82% of all planned givers will keep their annual gifts at the same level or increase it.
  - 53% kept gift at the same level
  - 29% increased gift
15. Donors without children will leave a charitable gift in their wills 50% of time, while donors with heirs do so only 9.8% of the time.

16. Yet 68% of all Planned Givers have children and 81% say that their children know about the planned gift.
17. 72% of heirs do not object to a planned gift being a part of an estate plan.

### **BUT...**

18. 76% of donors do not understand what Planned Giving means or how it could apply to them.
19. 78% of all donors have never been approached about making a planned gift.
20. 65% of donor prospects between the ages of 40-54 have not yet considered a planned gift in their Wills.
21. Only 33% of donors ages 40+ say they have been asked to make a charitable bequest.
22. 14% of the Americans who have not included a charity in their will said they would consider it, even though no charity has yet asked them to do so.

### **SO WHY BEGIN A GIFT PLANNING PROGRAM?**

23. Though on average it takes between 5 to 7 years to see a steady stream of income from gift planning, a recent study found that theology schools which actively pursued planned gifts increased their revenue by 65% within 5 years.
24. 53% of donors made a planned gift within less than one year after they seriously considered it for the first time.
25. 72% of donors say they don't plan to add an additional bequest to their will after doing so the first time.
26. 97% of all planned gifts are in the form of Bequests (90%), Charitable Gift Annuities, (5-6%) and Charitable Remainder Trusts (1-2%).
27. Average gifts from: Bequests = \$35-\$70K; Charitable Gift Annuities = \$60K; Charitable Remainder Trust = \$1 Million.
28. Charitable donations from gifts of appreciated Stocks average \$41K.
29. Sadly, over 70% of all bequests are unknown to the charity until after donor's death – a missed opportunity to thank and further cultivate passionate donors.