

“Let’s send out a mailing and see what happens.”

That’s not how it works!

November 2021

Hope Fundraising



Introductions

Mark Loeber, Chartered Advisor in Philanthropy

- 34 years in the area of estate, financial and charitable gift planning
- Served on the Oklahoma Planned Giving Council
- Served as a board member of Regent Bank and Trust Company
- Advanced degree from the American College as a Chartered Advisor in Philanthropy (CAP)

Introductions

Chris Miller, CFRE

- 20 years in the areas of major gifts, annual fund, major gift events and planned giving
- Has served on the local Association of Fundraising Professionals board, most recently as President
- Teaches Nonprofit Administration to University students

AGENDA

- Giving in the United States
- Why conduct database screening
- Where the information comes from
- Understanding the generations & Wealth Transfer
- Revealing the story of the data
- Prioritizing your fundraising

GIVING USA 2020

In 2020, Americans gave

\$471.44 Billion

To Charity.

Online giving reached its highest share of total giving on record, proving to be an important strategy for many nonprofits in 2020.

GIVING USA 2020

Where did the generosity come from?*

CONTRIBUTIONS BY SOURCE (by percentage of the total)

69%

Giving by Individuals

\$324.10 billion

↑ Increased 2.2% over 2019

19%

Giving by Foundations

\$88.55 billion

↑ Increased 17.0% over 2019

9%

Giving by Bequest

\$41.91 billion

↑ Increased 10.3% over 2019

4%

Giving by Corporations

\$16.88 billion

↓ Decreased 6.1% from 2019



* All figures on this infographic are reported in current dollars.

Where did the charitable dollars go?

CONTRIBUTIONS BY DESTINATION (by percentage of the total)

-  **28% to Religion**
\$131.08 billion (increase over 2019)
-  **15% to Education**
\$71.34 billion (increase over 2019)
-  **14% to Human Services**
\$65.14 billion (increase over 2019)
-  **12% to Foundations**
\$58.17 billion (increase over 2019)
-  **10% to Public-Society Benefit**
\$48.00 billion (increase over 2019)
-  **9% to Health**
\$42.12 billion (decrease from 2019)
-  **5% to International Affairs**
\$25.89 billion (increase over 2019)
-  **4% to Arts, Culture and Humanities**
\$19.47 billion (decrease from 2019)
-  **3% to Individuals**
\$16.22 billion (increase over 2019)
-  **3% to Environment/Animals**
\$16.14 billion (increase over 2019)



Growth in giving by foundations and individuals is linked to **positive stock market performance.**



Human services had rapid growth, continuing a pattern seen in years where the U.S. has experienced a crisis.

WHY DO A WEALTH & PHILANTHROPIC SCREENING?

1

To identify capital, major, planned and annual fund prospects

2

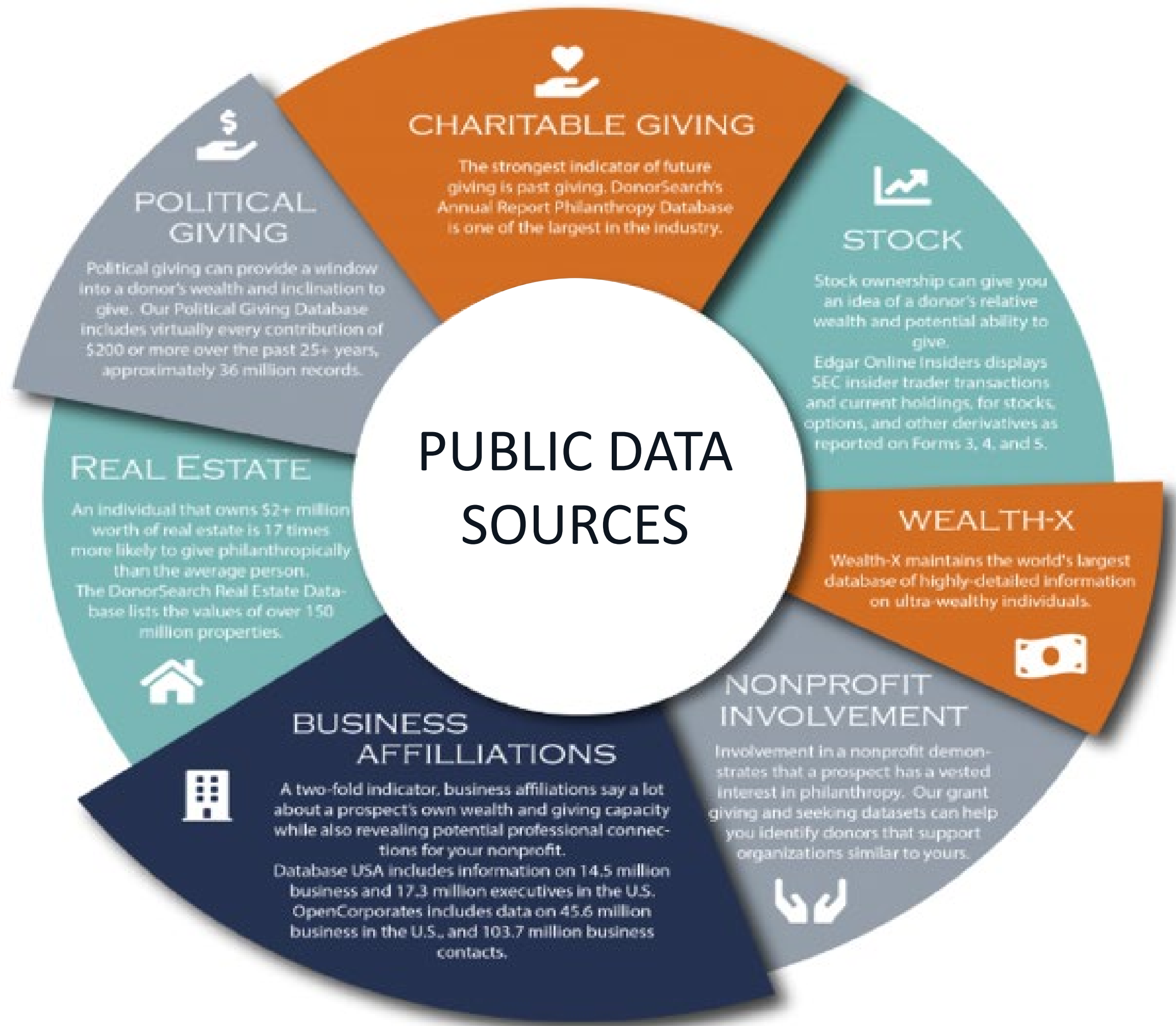
Determine the percentage of generational cohorts in the data

3

Understand the gift capacity of the database

4

Prioritizing your fundraising and targeting communication that is timely and relevant



PUBLIC DATA SOURCES



CHARITABLE GIVING

The strongest indicator of future giving is past giving. DonorSearch's Annual Report Philanthropy Database is one of the largest in the industry.



POLITICAL GIVING

Political giving can provide a window into a donor's wealth and inclination to give. Our Political Giving Database includes virtually every contribution of \$200 or more over the past 25+ years, approximately 36 million records.



STOCK

Stock ownership can give you an idea of a donor's relative wealth and potential ability to give. Edgar Online Insiders displays SEC insider trader transactions and current holdings, for stocks, options, and other derivatives as reported on Forms 3, 4, and 5.

WEALTH-X

Wealth-X maintains the world's largest database of highly-detailed information on ultra-wealthy individuals.



NONPROFIT INVOLVEMENT

Involvement in a nonprofit demonstrates that a prospect has a vested interest in philanthropy. Our grant giving and seeking datasets can help you identify donors that support organizations similar to yours.



REAL ESTATE

An individual that owns \$2+ million worth of real estate is 17 times more likely to give philanthropically than the average person. The DonorSearch Real Estate Database lists the values of over 150 million properties.



BUSINESS AFFILIATIONS

A two-fold indicator, business affiliations say a lot about a prospect's own wealth and giving capacity while also revealing potential professional connections for your nonprofit. Database USA includes information on 14.5 million business and 17.3 million executives in the U.S. OpenCorporates includes data on 45.6 million business in the U.S., and 103.7 million business contacts.



MATURES

(BORN 1945 OR EARLIER)



26%

OF DONATIONS COME FROM THE OLDEST GENERATION



27%

Volunteer their time



\$1,435

the average amount donated annually



52%

Donations made through traditional mail

Don't neglect internet outreach with this group!

27%

Give Online

70%

of adults 65 and older go online at least once per day

Wealth in 2019 as a population = \$18.8 Trillion and \$817,391 in wealth/person

BABY BOOMERS

(BORN 1946 - 1964)



43%

OF DONATIONS ARE
MADE BY THE BABY BOOMER
GENERATION



\$1,249

the average amount
donated annually



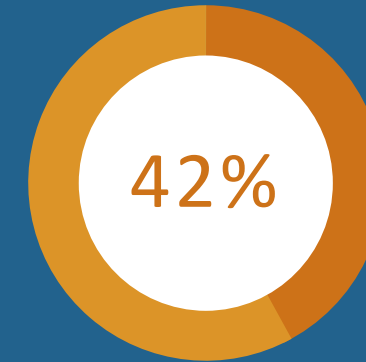
26%

Volunteer
their time



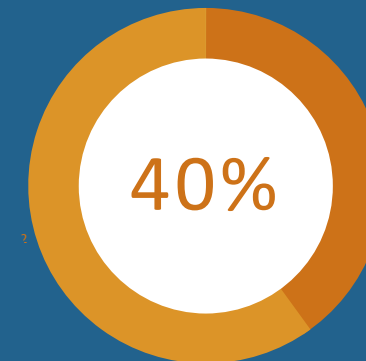
77%

use the internet at
least once a day



Give Online

VS.



Give through
traditional mail



Wealth in 2019 as a population = \$59.4 Trillion and \$834,270 in wealth/person



69%

OF DONATIONS COME FROM
TWO GENERATIONS

GENERATION X

(BORN 1965 - 1980)



20%

OF DONATIONS ARE
MADE BY MEMBERS
OF GENERATION X



29%

Volunteer their time

1 in 2

Nearly 50% of
donations are
made through mobile
devices



\$1,033

the average amount
donated annually



53%

Have given through
their workplace

PlannedGiving.com

Wealth in 2019 as a population = \$28.6 Trillion and \$440,000 in wealth/person

MILLENNIALS

(BORN AFTER 1996)



11%

OF DONATIONS ARE
MADE BY MILLENNIALS



22%

volunteer
their time



60%

make charitable
contributions
annually



\$645

the average amount
donated annually



Sources: Charity Dynamics, Forbes, ACBP, Pew Internet, NP Tech for Good, Classy.org

Wealth in 2019 as a population = \$5 Trillion and \$68,871 in wealth/person

Great Wealth Transfer

- Intergenerational transfers in the U.S. found that Americans in the top 10 percent of the income distribution - \$129,181 in 2021 – are twice as likely to receive an inheritance as those in the bottom 50 percent
- Most organizations are unprepared for the significant changes the wealth transfer will bring
- Average giving and revenue may decline, and donors will be lost due to mortality
- Planned giving is the key to replacing revenue due to declining giving and donors, but as Russell James said, “Without putting in the hard work of generating these planned gifts, 90% of donor mortality will simply result in lost current giving”.

Wealth screening delivers ranked lists of donors to approach so that you can prioritize your efforts and achieve your goals sooner!

Screening Results for ABC Nonprofit

- Screened about 5,000 records
- Identified major gift donors
- Identified generational segments
- Identified annual fund donors
- Identified planned giving donors
- Projected the gift capacity of the data sets

MILLENNIAL

SEGMENT PROSPECTS

800

(AGES 25 - 39)

TOTAL GIVING WAS

\$1,900,000

GENERATION X

SEGMENT PROSPECTS

1,091

(AGES 40 - 54)

TOTAL GIVING WAS

\$3,622,000

BOOMER

SEGMENT PROSPECTS

1,954

(AGES 55 - 73)

TOTAL GIVING WAS

\$14,400,000

MATURES

SEGMENT PROSPECTS

983

(AGES 74 - 100)

TOTAL GIVING WAS

\$9,368,000

MEGA GIFT PROSPECTS

(Gift Capacity of \$50k+ Each Year)

\$4,569,690

TOTAL GIVING AMOUNT TO YOUR ORGANIZATION

379 TOTAL

HIGH	total giving to <u>other</u> charities	\$174,891,000
LOW	total giving to <u>other</u> charities	\$129,285,000

242 OF 379

given \$5K+

107 OF 379

given \$5K+ to your charity

\$2,452,978

in gifts for the last 5 years

MAJOR GIFT PROSPECTS

(Gift Capacity of \$5k up to \$49,999 Each Year)

703 TOTAL

\$1,903,521

TOTAL GIVING AMOUNT TO YOUR ORGANIZATION

HIGH total giving to other charities \$16,070,000

LOW total giving to other charities \$5,742,000

190 OF 703

given \$5K+

82 OF 703

given \$5K+ to your charity

\$873,901

in gifts for the last 5 years

MEGA & MAJOR GIFT POTENTIAL

FOR YOUR ORGANIZATION

PROJECTED ON CAPACITY TO GIVE

TOTAL GIFT CAPACITY BASED ON
WEALTH FROM

1,012 DONORS

Securing 5% of capacity range is equal to

\$4.1M

Securing 10% of capacity range is equal to

\$8.2M

ANNUAL FUND PROSPECTS

3,467 TOTAL

\$926,451

TOTAL GIVING AMOUNT TO YOUR ORGANIZATION

HIGH

total giving to other charities

\$1,598,000

LOW

total giving to other charities

\$984,000

EXECUTIVE SUMMARY OF DATA SEGMENTS

Realizing 5% of wealth capacity for Mega, Major and Annual

BY PROSPECTS:

MEGA GIFT
379

MAJOR GIFT
703

ANNUAL
FUND
2,107

BY DOLLARS:

MEGA GIFT
\$3,245,000

MAJOR GIFT
\$1,785,000

ANNUAL
FUND
\$631,000

TOTAL GIFT POTENTIAL:

\$5,661,000 - \$2,476,490 (2020 Gifts) =

\$3,184,510
(Gift potential at 5%)

PLANNED GIVING PROSPECTS

General Estate Planning Prospects

2,156

Charitable Gift Annuities Prospects

973

Planning for Women Prospects

324

Planning for Families Prospects

1,639

Gifts of Assets Prospects

870

IRA Rollover to Charity Prospects

1,236

Planning for Singles Prospects

456



**Discoverx
Age & Wealth
Matrix**

DiscoverX Age & Wealth Matrix

All donors have an Age/Wealth “home” in one of the gift boxes of the DiscoverX Matrix.

Wealthy	A1	B1	C1
	<ul style="list-style-type: none"> • Wills & Trusts • Gifts of Cash • Appreciated Gifts • Lead Trusts • Term of Yrs CRT • Life Income Gifts 	<ul style="list-style-type: none"> • Wills & Trusts • Gifts of Cash/QCD • Appreciated Gifts • Lead Trusts • Term of Yrs CRT • Life Income Gifts • Retirement & ins 	<ul style="list-style-type: none"> • Wills & Trusts • Gifts of Cash/QCD • Appreciated Gifts • Lead Trusts • Term of Yrs CRT • Life Income Gifts • Retirement & Ins
	A2	B2	C2
Average	<ul style="list-style-type: none"> • Gifts of Cash • Gifts of Securities • Wills & Trusts 	<ul style="list-style-type: none"> • Gifts of Cash • QCD • Appreciated Property • Term of Yrs CRTs 	<ul style="list-style-type: none"> • Gifts of Cash • QCD • Appreciated Property • Lead Trusts • Term of Yrs CRT
Limited	A3	B3	C3
	<ul style="list-style-type: none"> • Gifts of Cash • Wills 	<ul style="list-style-type: none"> • Gifts of Cash • QCD 	<ul style="list-style-type: none"> • Gifts of Cash • QCD
	Younger <50	Middle-Aged 50 to 70	Older >70

THE NEW FUNDRAISING MINDSET

- Multi-channel communication
- Engagement in virtual, digital, print and face-to-face
- Tailored messaging to cohort specific needs/desires
- Communication to every generation and every gift level – annual, major and planned
- Understanding tax law changes & donor behavior
- Understanding the wealth transfer's impact on future giving

OVER A YEAR SINCE YOUR LAST SCREENING?

Now is a great time to conduct and/or update your wealth screening because...

1. The 2020 census was recently completed
2. There has been an increase in real estate valuations
3. The stock market has been increasing in value
4. Over 2 Million gift transactions per month are added to the screening databases
5. The recent presidential election and the upcoming midterm elections provide an understanding of a donor's FEC contributions

WE'RE HERE FOR YOU!



MARK LOEBER
mark@tagpg.org



CHRIS MILLER
chris@tagpg.org

succeed@plannedgiving.com
800-490-7090