

The inspiring evolution of a Gifts in Wills program

GIFTS IN WILLS TRACK

Carol O'Carroll

Cerebral Palsy Alliance

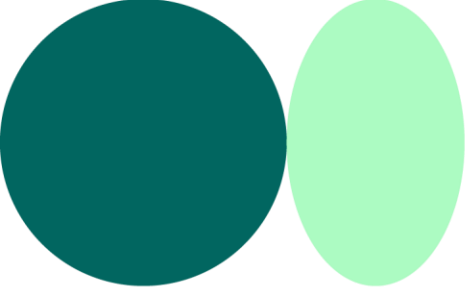
Session 1: 8:30am

Thursday 29th February



Gifts in Wills Track
Sponsored By:





Where passion meets purpose

Take aways:

1. Growing a GIW program – Insights
2. Our most successful multi-channel campaign –
How this can be scaled down for smaller charities
3. Stewardship – How you can show more LOVE



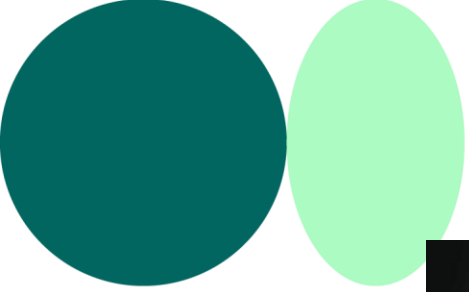
How did I develop such a passion for disability and medical research?

Meet Rory



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Our Vision for the next 30 years

Continue to decrease incidence

Continue to decrease severity

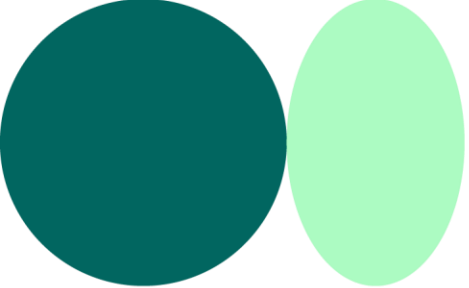
Prevention and cure

Enhance and improve quality of life,
through advocacy, research and
technology

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Cerebral palsy is the most common physical disability in childhood

34,000

people are living with CP in
Australia

17 million

worldwide

1 in 700

babies is diagnosed with CP

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The power of bequests

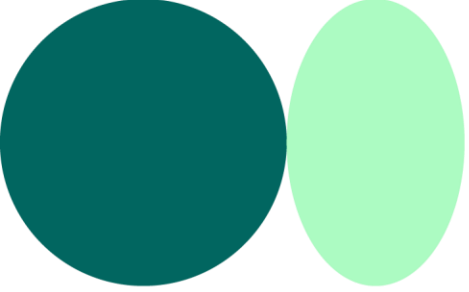
How Batteries Fuelled Research Into Cerebral Palsy

40% decrease in number of children being born with cerebral palsy.



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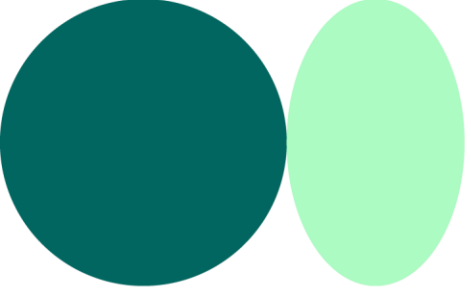
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Christina Amour
**A transformative
bequest, funding
global expansion of
Remarkable**

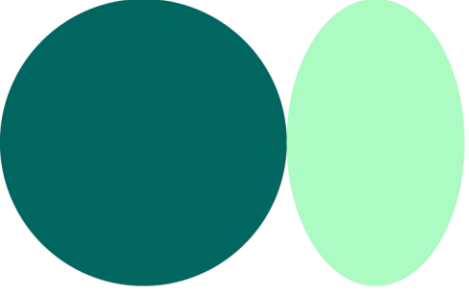
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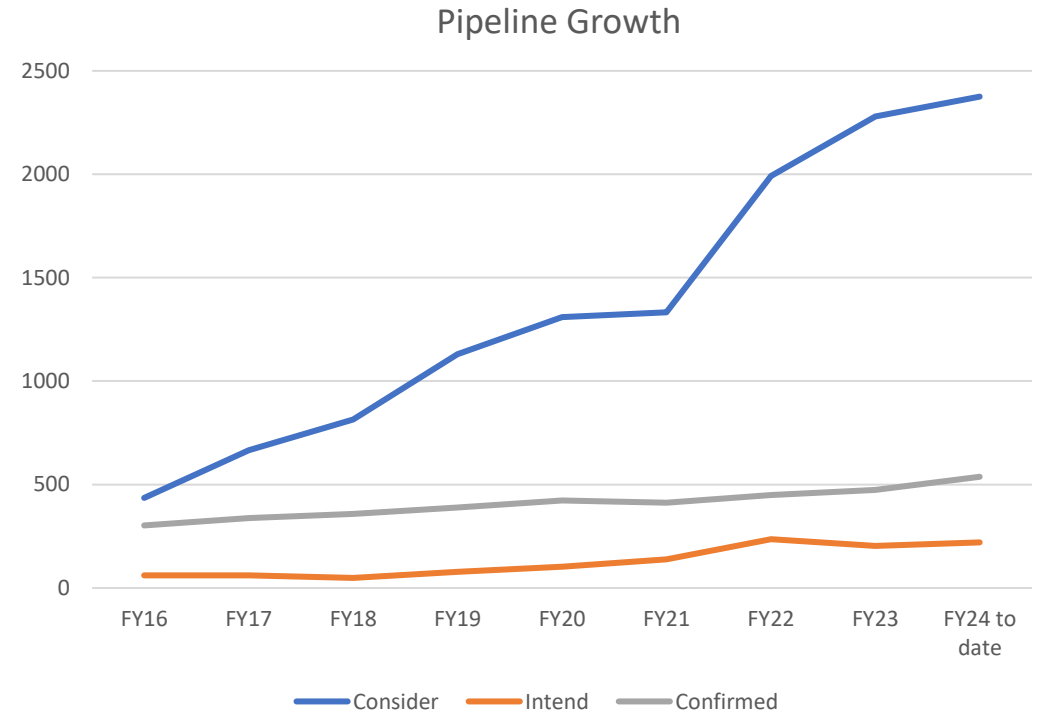
The tension





Pipeline growth

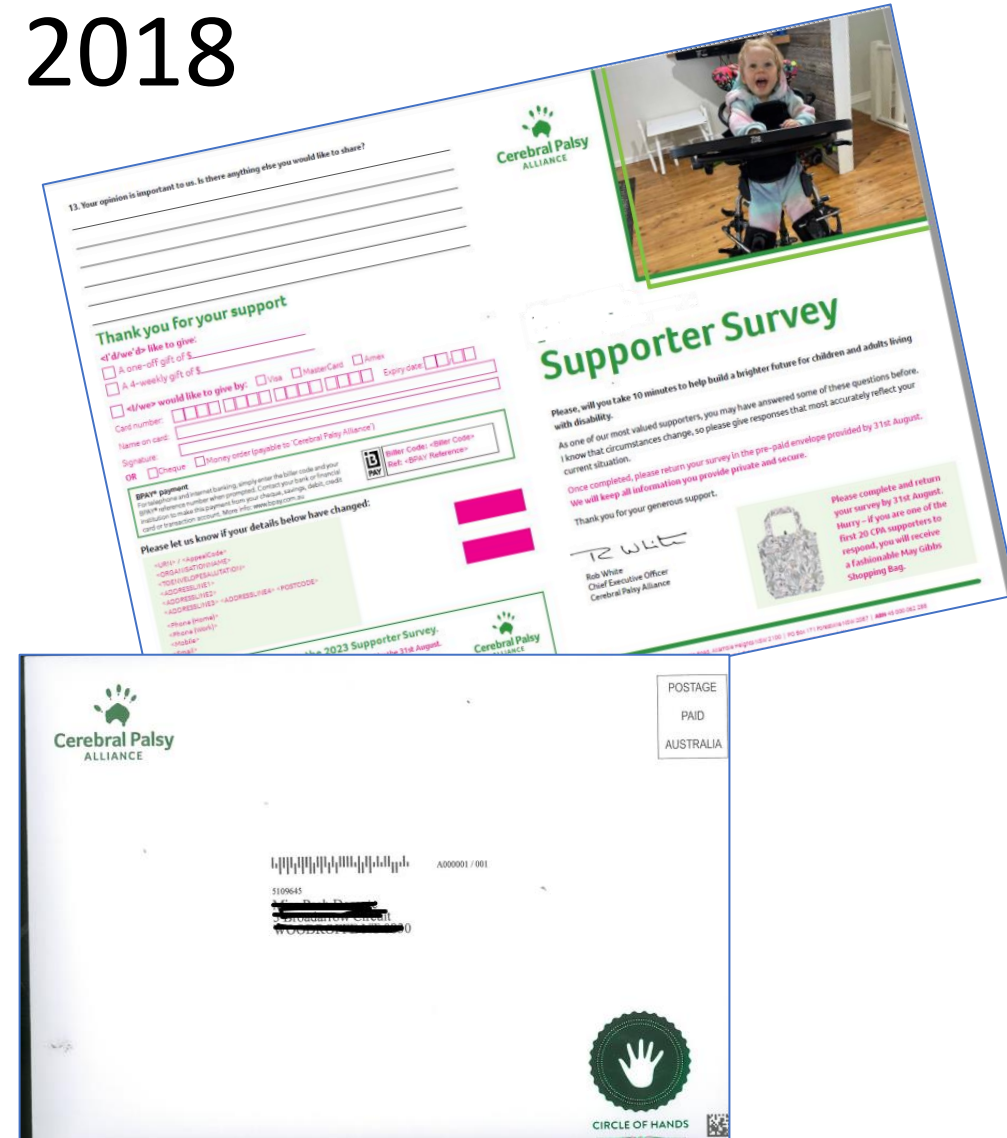
Total Active at end of FY	Consider	Intend	Confirmed
FY16	435	61	302
FY17	665	61	338
FY18	814	49	358
FY19 *	1130	78	389
FY20 *	1309	103	422
FY21	1332	138	412
FY22	1992	236	449
FY23	2280	203	473
FY24 to date	2376	220	537



When I joined in 2018



- Hard copy surveys
- Direct mail
- Telemarketing
- Appeals tick boxes
- Social and digital



Slicing & dicing – Propensity Scoring

Some common factors & some that are relevant to all charities:

- Age 70+ more points than being only 25
- No children more points
- Number of gifts over a longer period
- Lapsed donors
- However having a child with CP has less points than someone with CP in the family.



Campaign Summary

- DM piece to 11,500 supporters with a propensity score over 7
- 3 eDMs
- SMS
- Telemarketing
- FB Posts
- Website update
- Promotion to CPA volunteers



SMS Journey



Hi ==name 🌟 it's Rebecca from Cerebral Palsy Alliance here.

I do hope you're keeping well 😊

I just wanted to send you a quick text to let you know about our recent partnership with Safewill ❤️ ✨

This April, you'll be able to update or write your will for free - a small gesture of our appreciation of your support.

I sent [a letter out to you/an email out to you] last week with all the details, but in the meantime, a bit more about it here: <https://==shortlink>

If you haven't received the [letter/email], pls do let me know & I'll look into it for you.

And thank you again for your kind & generous support over the years - it certainly hasn't gone unnoticed.

Take care & chat soon,

Bec

Telemarketing Pre-calling Primer

Hi ==name 🌟, it's Rebecca from Cerebral Palsy Alliance here.

Just letting you know one of my colleagues may try & give you a quick call in the next couple of days about our free will initiative with Safewill.

So if you see a call from a number you don't recognise, it's probably just us 😊

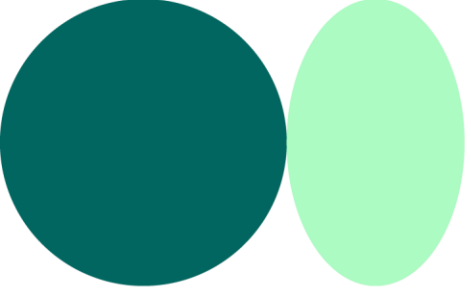
Looking forward to connecting ✨

Chat soon,

Rebecca

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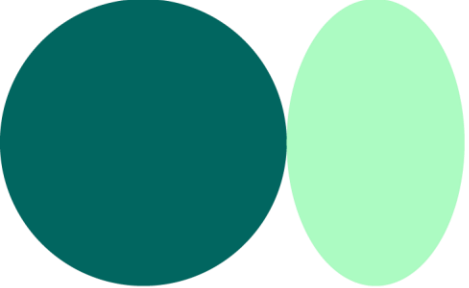


Telemarketing

Contact was made with 3,376 supporters
Over 3 month period

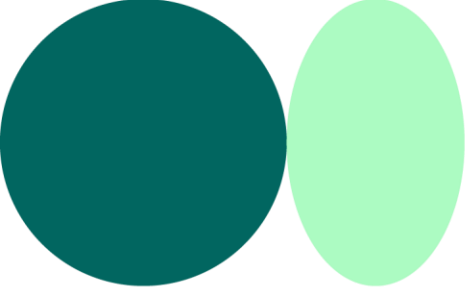
- 27 new Confirmed Gifts in Will
- 25 intenders
- 556 considerers

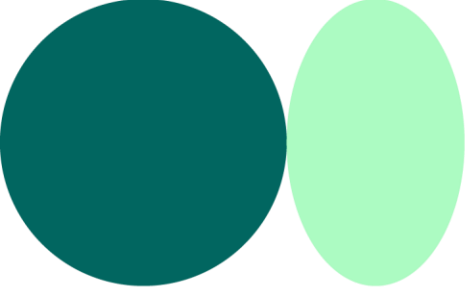




TOTAL CAMPAIGN RESULTS

	TM	SAFEWILL	RESPONSE MECHANISM (DM)	TOTAL
Confirmed	27	13	2	42
Intend	25	0	0	25
Consider	556	0	0	556





Stewardship

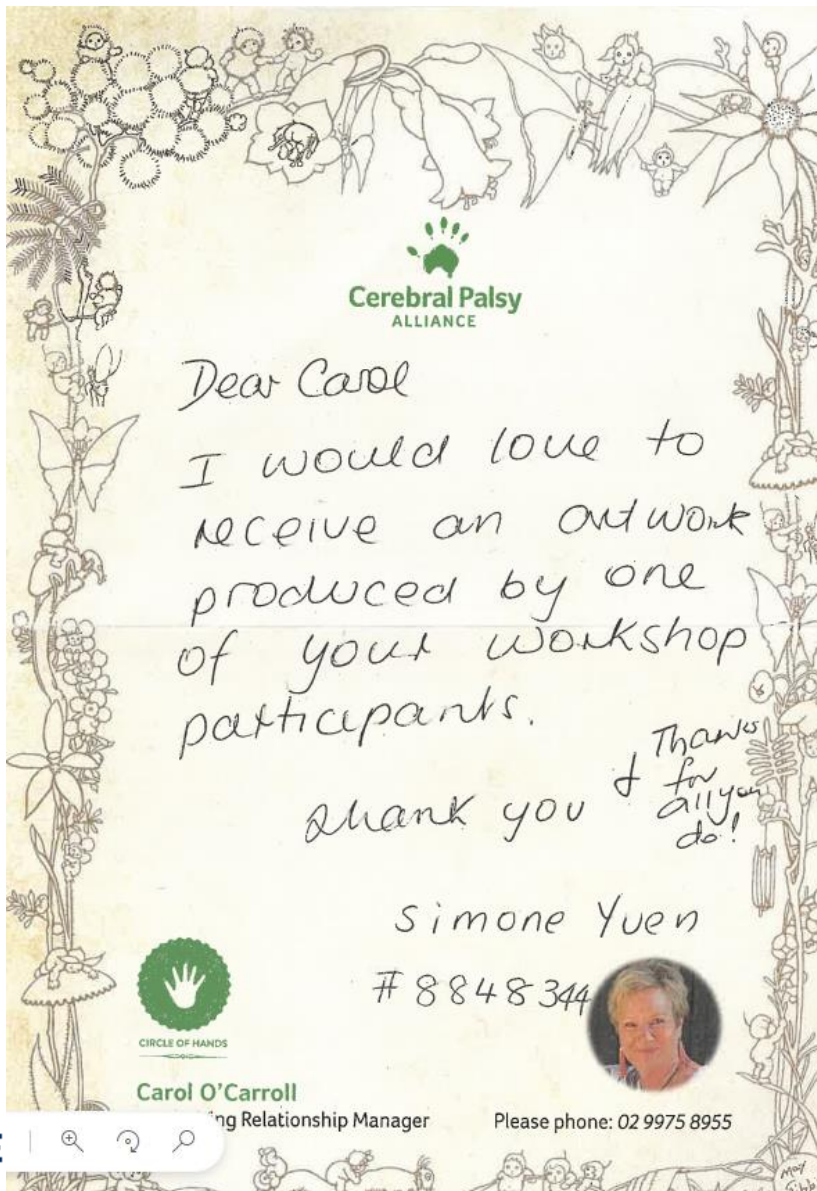
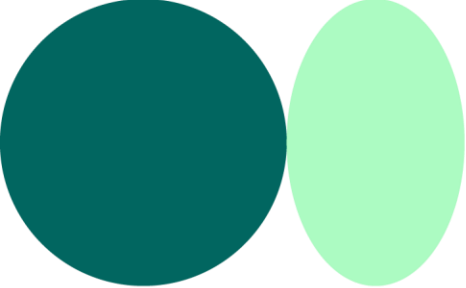


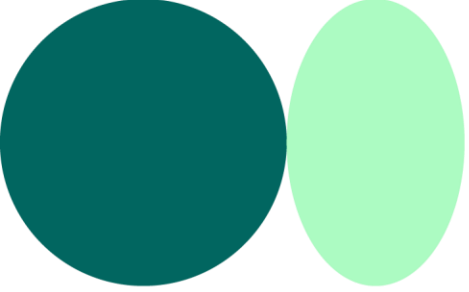
What love looks like

1. Thank you call (where possible) / visit / Allambie Heights tour video
2. Offer of artwork
3. Personalisation of appeals (2 appeals?)
4. Event invitations (Might & Power and Morning Tea)
5. Christmas Card & Impact update
6. One call per year (if possible)
7. Story in Newsletter

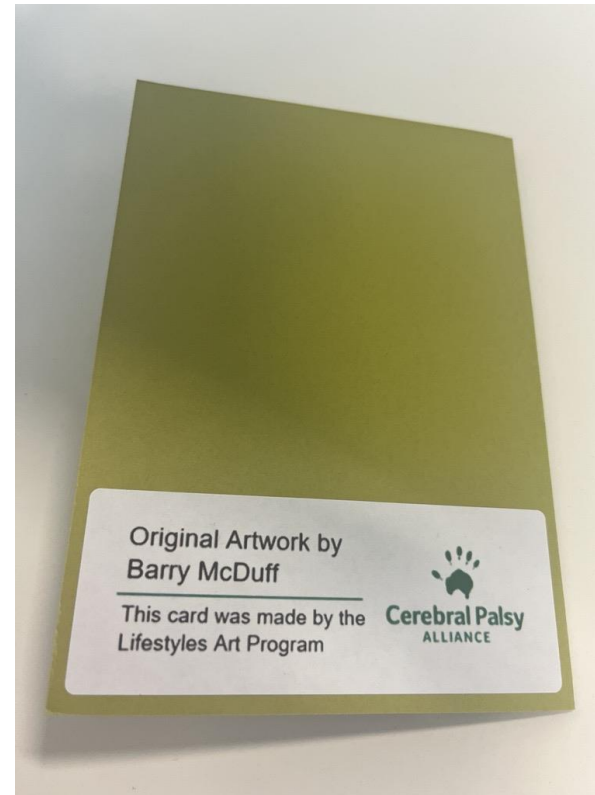


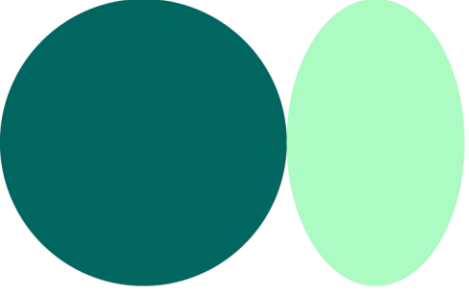






Christmas cards





Events



...so we can keep in touch.

Please update your details...

First name:

Last name:

Email:

Phone number:

Postal address:

I am considering leaving a gift to CPA in my Will

I intend to include a gift to CPA in my Will

I have already confirmed a gift to CPA in my Will

I would like to discuss leaving a gift to CPA in my Will

Cerebral Palsy ALLIANCE

CIRCLE OF HANDS

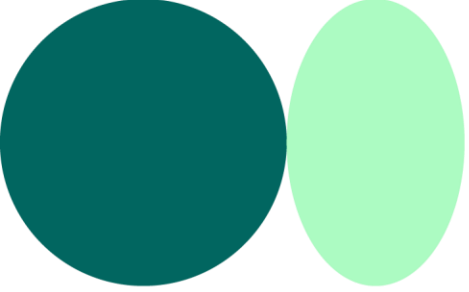
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Anne Keating - Chair, Council of Governors



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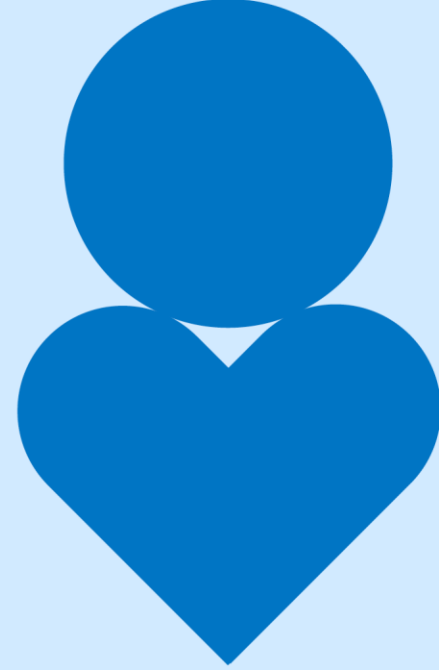
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2024



Thank you

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