



Gain more control over your **legacy income**

Get better insight into your
future income from legacies

Improve the results of your
legacy activities

Enrich, simplify or hone your
existing legacy programme

mind
wize

DATA
CREATION
IMPACT

Gain more control over your legacy income

How do you determine the legacy programme of your foundation? Many foundations do this on the basis of a wealth scan, or by approaching donors who have already made a large donation or just hope that legacies will come in spontaneously. These methods give you little control over what this will generate. You may also even miss out on some great potential among your 'regular' donors.

What if you were to focus your efforts? Get more control over your investments and what they will yield?

There are great opportunities for income from legacies. Theo Schuyt calls this the golden age of legacies. And René Bekkers, professor of Philanthropy and Social Innovation, expects that, between now and 2059, some 86 billion euros will go to charities through bequests. According to him this is still a modest estimate.

SOURCE:

<https://renebekkers.wordpress.com/2013/09/04/de-gouden-eeuw-van-de-filantropie-e86-miljard-tot-2059/>

<https://www.fondswerving.nl/verdieping/artikel/2017/08/18/Gouden-eeuw-van-nalatenschappen>

Mindwize can help you make the most of this opportunity. To do so, we have developed a Legacy Forecast Model which will give you insight into the effectiveness of your efforts during the next 25 years. We use this unique model to determine a strategy for your foundation.

In four steps

The Mindwize Legacy Strategy helps you gain more insight into your legacy income, improve the results of your activities and structurally enrich, simplify and hone your legacy programme.

Step 1: Find potential legators in your database

Without knowing who best to approach as legator, legacy fundraising remains a blind gamble. Mindwize helps you find potential legators in your database. We do this using the Legacy Forecast Model, among other things. It doesn't matter whether you have already done a lot in the legacy field or are just beginning.

The strength of the model is that it is based on real data. The model uses empirical data from successful legacy programmes - supplemented with external data, such as age, mortality rates and other enrichment data. We feed the model with the donor data from your foundation so the model also knows everything you know about your donors. For example, how often someone has made a donation. The model then estimates how many potential legators there are in your database.

DIRECT MAIL-GIVERS ARE AN IMPORTANT SOURCE OF LEGACIES

A structural recruitment strategy appears to be the best source for finding new legators in the future. Our benchmark study also shows that many legators are mainly direct mail-givers - direct mail is still a very effective medium among the (older) fundraising target group. So keep recruiting and especially through direct mail.

Step 2: Get their attention

Your time is important, we appreciate that, so you want to use it as effectively as possible. Mindwize will help you qualify your potential legators.

The best lead generator and qualifier tool is the Donor Survey. The answers to carefully worded questions enable you to identify potential legators, people who are interested and people who have already committed.

Step 3: Activate them and tempt them into a legacy

Now that you know who to approach and at which stage they are in the decision-making process, a careful step-by-step plan can entice potential legators to consider and then conclude a legacy.

But when is the best time to approach your potential legators? And how? When do you send a letter and when is a phone call better?

Step 4: Keep them happy

When people have committed to your foundation to give a legacy is a very special moment. Therefore it is important that you set up a program to keep motivating these special donors to inspire and to optimize the relationship with them.

Implement your legacy journey

The next step is implementation. Such as creating communication material and the correct follow-up (such as calling, visiting, registering). You can also do this yourself or partially outsource it to us - **leaving you to focus on the most important aspect and what no one else can do as well as yourself: visiting the genuinely interested leads and supporters.**

We will help you with your proposition and carry out a review of your existing communication. You will receive advice on how to enrich, simplify or fine-tune your (existing) legacy programme. We then work this into a clear action plan for you to use. Or you can benefit from our many years of experience and outsource parts of your campaign to us.

Evaluate and adjust annually

You will get the most out of your improved legacy programme when you feed the Legacy Forecast Model with your experience data each year and compare it with the previous prediction. We can evaluate this together with you in a workshop and adjust the communication where necessary.

In this way you will arrive at a well thought-out (data-based) legacy programme that fits your objectives, budget and gives you more control over your legacy income.

In four steps to a legacy

1

Find



Find. Existing donors:
Legacy Forecast Model.



New prospects:
Online lead generation

2

Attract



On- Offline survey

3

Tempt



4

Keep





The Legacy Forecast Model

Better planning of your investments for legacies

The Legacy Forecast Model was developed to provide legacy recruiters with a better understanding of the effectiveness of their actions. The model has already been successfully used by many charities in Australia for some years now. They have structurally increased their income from legacies. This model is offered exclusively by Mindwize in the Benelux. We have converted it and filled it with lots of Dutch data.

The strength of the model is that it is based on real data. The model uses empirical data from successful legacy programmes - supplemented with external data, such as age, mortality rates and other enrichment data.

The model will be customised to suit your foundation and your situation

This makes it a unique model that gives you real guidance in determining your strategy. We combine the predictions made by the model for your foundation with our knowledge of proven legacy strategies. This lets you plan and invest in a targeted manner. You get more control over your leads as well.

How do we use the model for your legacy strategy?

- Based on your own data, the model shows you how your legacy strategy will affect your income over the next 25 years. Without this calculation, the effect of your efforts remains a guess.
- We estimate how many people will respond to your appeal and the model then calculates what this can mean for your income.
- You will be shown three scenarios. One based on your existing legacy programme. And two other promising scenarios (with different investments in time and money).
- We will have intensive contact before, during and after filling the model.

We will take you through these scenarios during a workshop and then together with you, determine the best strategy for your foundation that fits the available budget. Then show you what you need to get started with a structured legacy programme.

**Want to find out more?
Please contact Bas van Breemen**

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