



## Bequests: Dyadic views on marketing strategies

---

Presenter's name: Phyllis McGill

Griffith Business School



### The Literature

- Research on donating behaviour has identified a myriad of extrinsic and intrinsic motivating/influencing factors.
- Research on bequest donating has received less attention, however, a number of critical factors have been identified that may influence or deter bequest giving.
- Bequest marketing research has primarily focused on the 'whats' and 'hows' in terms of marketing rather than the marketing 'triggers' that may initiate bequest giving
- Research to date has not taken a dyadic approach to nonprofit bequest marketing



### Method

---

- Research conducted in Queensland.
- The sample included a C.E.O and Marketing Director, three (3) donors from the organisations database, and four (4) nonprofit donors purposefully selected.
- Data collection – personal interviews with semi-structured, open ended research questions – six (6) at a location determined by the participant and three (3) by telephone.
- Leximancer Version 3 used for textual analysis and identification of common themes and related concept groups both within and across the two specific sets of data (Executives & Donors).

Griffith Business School



### Key Themes

- **Nonprofit executives see the value of bequests in financial terms as opposed to donors who see value in knowing why they should give.**
- **The three key themes for executives:**
  - » Income generation
  - » Additional research
  - » Increased resources
- **The three key themes for donors:**
  - » Support the mission
  - » Personal connection
  - » 'giving back'



## Bequest Marketing

---

- **Financial focus**
  - » Revenue stream
  - » Large sums of money
  - » Reduced cost of fundraising
  - » Capability enhancement
  - » Staff resources
  - » Return on investment
- **Personal focus**
  - » Commitment
    - the cause
    - mission
    - recipients
  - » Personal approach
  - » Relationships
  - » Bequest outcomes
  - » Exposure/experience

Griffith Business School



## Key issues for consideration

- » **Current bequest marketing strategies are not registering with donors – most unaware, or vaguely aware, of seeing or hearing about bequests.**
  - 'I've seen bequests ~ yes I think that's right ~I think it's the seniors magazine and the Independent retirees rights magazine'
  - 'No I haven't been approached ...probably has sent me contact about have you considered leaving a bequest, to be honest I don't read it...poor marketing really isn't it'
  - 'Not really- not a great deal except brochures that they might send here that we don't take a lot of notice of'
  - 'I've never been approached and it's never been discussed because most charities ...they're wanting something now ...pushing donations are easier'.
  - 'how can people leave a bequest, there has never been an individual approach'



#### Key issues for consideration

» **Unfortunately the subject of bequests is not 'top of mind' and potential donors may continue to abstain from such a commitment if organisations fail to take a more proactive and informative approach in the marketing of bequests.**

- a very large sum of money...the most telling thing... is [ to communicate] that even the smallest amount of money is worthwhile'
- 'I think the information is the power because you'll touch people and they'll believe that the money is going where it should'
- 'I think if the approach was even more personal as opposed to having available the website and newsletters and other information material ...I think [organisations] need to look past the fear and treating this as a sensitive area'



#### Summary

- **Current Marketing focus of organisations - 'whats' and 'hows' - primarily a logistical exercise**
- **Future marketing focus to include the donors 'whys'**
- **The goals and the aims of the donors must be considered in the marketing approach**
- **Dyadic approach recommended**