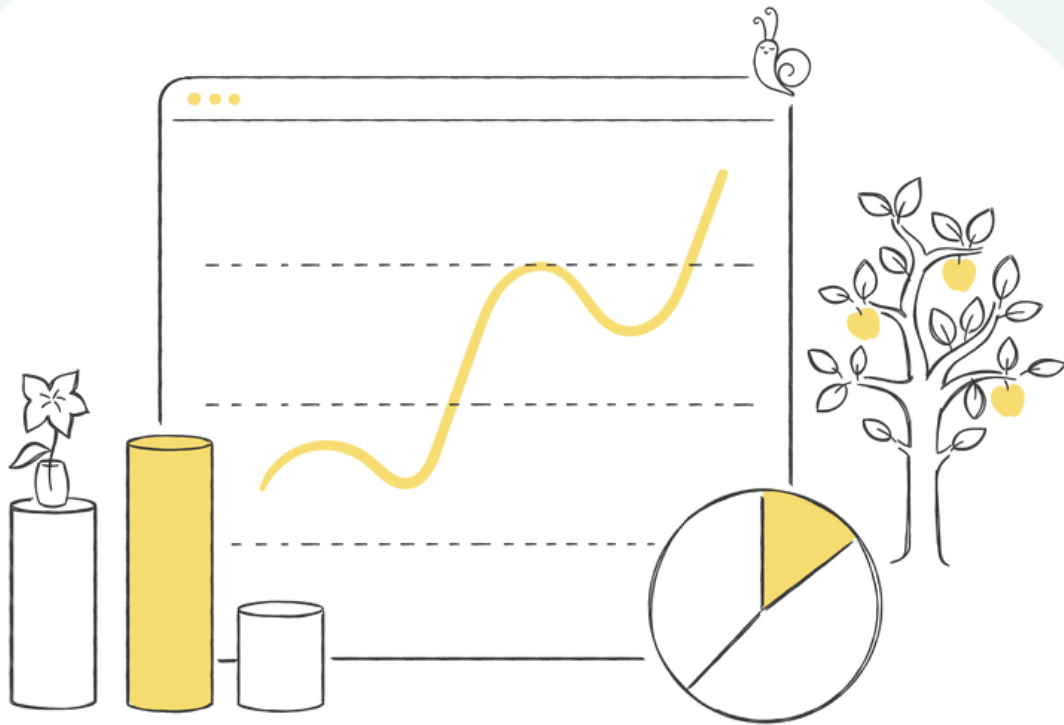


# New Year Campaign Kit

Advice and recommendations on running an effective online will campaign in early 2024.



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# EDM campaign recommendations

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## Access a new audience

Make your organisation more visible to will-writers outside of your database. To do this, purchase credits in the GMP.

## Segment your database

Segment your database and craft specific EDMs for each. This will help with tailored messaging and post-campaign analysis.

## Cast a wide net

Contact as many people as feasibly possible. The more people you reach, the more gifts you'll earn for your organisation.

## Create unique tracking links

Create a unique tracking link for your campaign. You can even create multiple tracking links to measure the success of individual EDMs or activities.

## Link to your landing page

On average, custom landing pages have a 30% higher conversion rate compared to the wills platform.

## Focus your messaging

Focus your campaign specifically on online wills. It avoids confusion or decision paralysis and leads to more gifts pledged in wills.

## Send multiple emails

A two or three-part EDM series gives you the best chance of success. Many partners see gifts coming through on the third try.

## Get in touch

Let us know you're running a campaign and share relevant materials. We can help you get the most from your membership.



**Premium only**

# Audience segments

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We recommend contacting as many supporters as possible. The more people you reach, the more gifts you're likely to receive.

If you have the resources, we also suggest segmenting your database and creating tailored communications for each.

Here are some of the key segments to consider:



**Staff**



**Volunteers**



**GiW pipeline**



**Active donors**



**Regular givers**



**Lapsed donors**



**Newsletter subscribers**



**Event attendees**



**Members**



**Alumni**



**Over 65s**

# Supporting activities

Sending a multi-part EDM series, while simultaneously accessing the Gathered Here audience, is by far the most effective way to generate gifts in online wills.

However, there are supporting activities than can strengthen your message and increase the likelihood of campaign success.

01

## Update your website

Ensure supporters can easily find information about online wills on your website. Add a link to your custom Gathered Here landing page.

02



## Expand your reach

Reach thousands of potential new supporters by accessing the Gathered Here audience. Purchase credits in the GMP for the highest visibility.

03

## Post on socials

Post on multiple social media platforms, with information about your campaign and links to your custom landing page.

04

## Add email signatures

Create custom email signatures for staff and volunteers to use during your campaign period. We can help with the design if you like.

05

## Create a newsletter story

In addition to dedicated EDMs, including a story about online wills in your regular newsletter. Consider a case study or an impact article.

06

## Mail post cards

If you have a mailout planned, add post cards with a QR code directing readers to your custom landing page. We can help with the design here too.



**Premium only**

# What your campaign could look like

## Throughout January



Grow supporter network via Gathered Here audience



Maintain positive credit balance for greatest reach

MONTH January		January 2024											
YEAR 2024		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY					
●	1	●	2	●	3	●	4	●	5	●	6	●	7
				Back to work!		Add GH info to website							
●	8	●	9	●	10	●	11	●	12	●	13	●	14
			Roll-out GiW email signatures			Post on socials							
* ●	15	●	16	●	17	●	18	●	19	●	20	●	21
	Send 1st EDM			Newsletter article				Post on socials					
* ●	22	●	23	●	24	●	25	●	26	●	27	●	28
	Send 2nd EDM					Mails outs posted							
* ●	29	●	30	●	31	●		●		●		●	
	Send 3rd EDM												



# What to avoid

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1

## Donor fatigue

Don't choose a segment which has been contacted repeatedly in recent months. (With the exception of regular newsletters).

Outreach to a fresh segment is more effective at generating gifts in wills.

2

## Mixed messaging

Don't squeeze multiple themes or offers into one email. Focus specifically on promoting a free online will and encouraging your supporters to pledge a gift. It keeps things simple and reduces the risk of decision paralysis.

## Will-writing imagery

Avoid images of wills or will-writing. Use cause-specific imagery instead. If you are able to include a case study of someone who has already pledged a gift to your cause, try include a photo of them too.

## Tracking issues

If you don't create unique tracking links for your various campaign elements, you will find it harder to glean useful information from the data. Create multiple tracking links to get the clearest picture of which elements worked best.

3

4

Scan to learn how to create a tracking link



 Premium only

# Overcoming the awkward ask

Asking your supporters to consider pledging a gift in their will can feel awkward, but data shows Australians are receptive to the question, particularly if they're an existing supporter.



**16%**

giving rate amid  
all GH will-writers

**45%**

giving rate for known  
charity supporters

We understand some cause areas are more sensitive than others. Organisations that focus on terminal or life-threatening health conditions, or mental illness, self-harm or suicide, must be particularly sensitive with messaging.

However, we have seen organisations across every cause area operate successful online will campaigns.

*(To be continued)*



Here are some tips we've picked up that are useful across every cause, but particularly in those of a sensitive nature.

**01 Write as an individual**

Send the email from a real person within your organisation - ideally a senior leader or someone on the bequest team.

**02 Use personal anecdotes**

If possible, discuss your own relevant experiences. Perhaps you or a loved one recently included a gift in your will or discussed it with your family.

**03 Include a case study**

Shine a light on a supporter who has already pledged a gift. Normalise legacy giving as a rewarding and positive action.

**04 Show the impact**

Demonstrate how gifts in wills have already helped your organisation, and how they will contribute in future.

**05 Normalise will-writing**

Remind your supporters about the importance of writing a will and the impact it can have on their loved ones or causes.

**06 Reassure supporters**

A two or three-part EDM series gives you the best chance of success. Many partners see gifts coming through on the third try.

**07 Create unique tracking links**

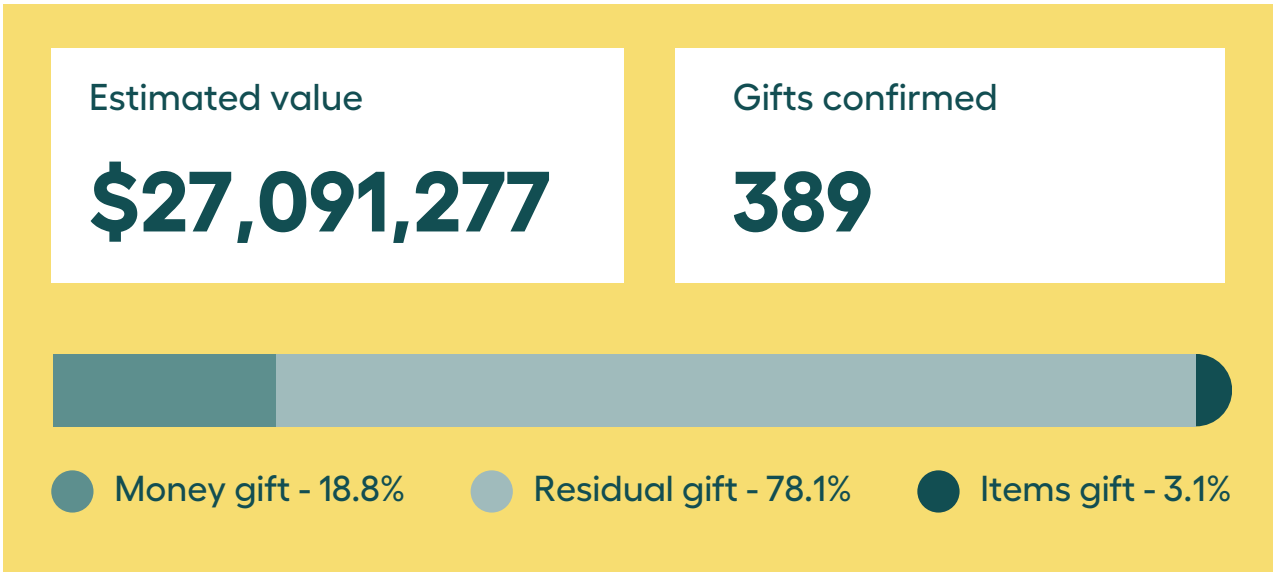
Create a unique tracking link for your campaign. You can even create multiple tracking links to measure the success of individual EDMs or activities.

**08 Get in touch**

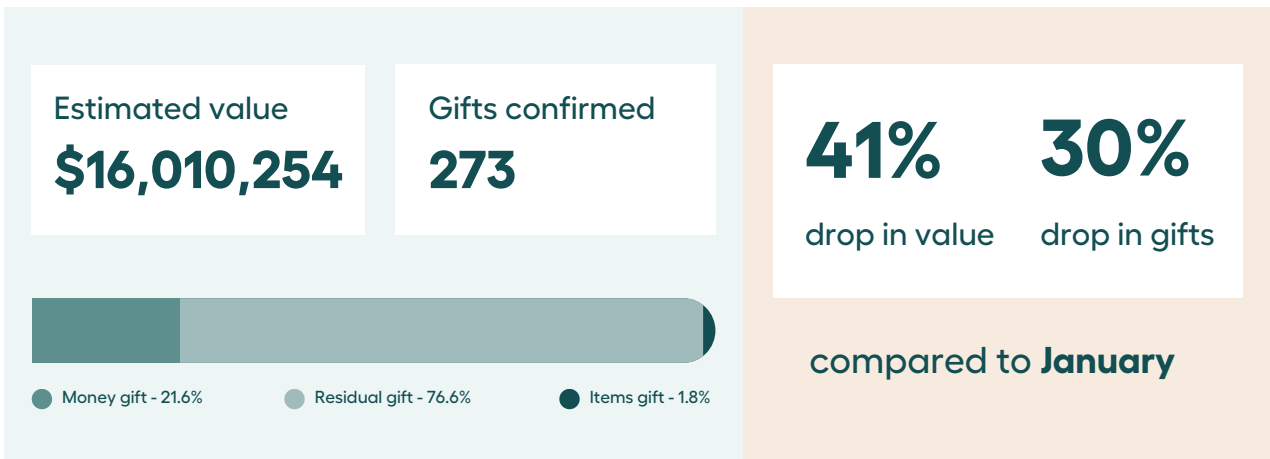
Reassure your supporters that they can write a will regardless of whether they'd like to pledge a gift. It's totally up to them.

# Previous results

January 1 - 31, 2023



February 1 - 28, 2023



March 1 - 31, 2023



# Get in touch

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Planning on running a New Year campaign? We can help.

Our dedicated partner success team can check for common oversights and let you know about any opportunities that may be available to you.

We can also assist with designing email signatures and post cards in your own brand style - for free!



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