

Starting 2024 strong:

Why January is an ideal time to run a digital bequest campaign.



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About Gathered Here

Gathered Here is a trusted provider of online wills and digital bequest technology.

Our online will-writing platform is free and user-friendly, making estate-planning accessible to all Australians, regardless of personal wealth, physical location, or digital literacy.

We work closely with our NFP partners and the wider sector to

encourage fundraising via free online wills and digital bequest strategies.

To date, we have helped Australians pledge an estimated \$480 million to a wide range of worthy causes.



SCAN ME!

2,000+

five-star reviews

\$480m

pledged to NFPs

\$82,907

average value of residuary gifts

19%

of wills include a gift

30,000+

online wills written

350+

NFP partners

\$6,488

average value of specific gifts

80%

of gifts are residuary

Introduction



There is no bad time to run a digital bequest campaign. But, there are certain times that are just about perfect

The New Year is one of them.

In January, a combination of factors come together to create a golden opportunity for gifts in wills fundraisers.

This report explores those factors.

It looks at how a January campaign minimises the risk of cannibalising other fundraising initiatives, and how it won't stretch already-limited resources.

Further, it explores the ways in which January is a logical time to contact supporters in regards to an online will.

It's one of the few times in the year when finances and life admin are top of mind for many Australians.

New Year resolutions are made. We promise ourselves we'll get organised, recover from the superfluous spending of the silly season, and start the year off as we mean to go on.

Completing a will, particularly a free one, fits neatly into this thought process

Not only that, but many people naturally take pause at the start of a new year, to consider the major life events of the previous 12 months. Events which may require an update to their estate plan.

Read on to learn more about the benefits of scheduling a dedicated digital bequest campaign in January.

Or, scan the QR code to book in a time to chat with our team.



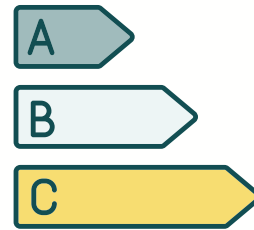
SCAN ME!

Why January is the right time

There are four key reasons why January is often an ideal time for NFPs to run a digital bequest campaign.



1 There is a low likelihood of competing campaigns internally



2 Many NFPs are operating at reduced capacity and online wills are low-touch



3 Australians are thinking about life-admin and personal finances



4 People are reflecting about the previous year, including life changes

Each of these categories has multiple contributing factors, all working together to make January a high-opportunity period for charities and NFPs.

Read on to learn more.

1 Low likelihood of competing campaigns

Dedicated gifts in wills campaigns are sometimes put on hold out of fear they will cannibalise other fundraising initiatives, particularly if those initiatives are likely to result in immediate donations for an organisation.

However, January is typically one of the quieter periods of fundraising activity for many Australian charities and NFPs.

Generally speaking, and looking at the industry as a whole, the four biggest fundraising drives are the tax appeal in June, Include a Charity Week in September, and Christmas appeals in December.

This is important for a number of reasons.

Firstly, if a charity or NFP is one of the many that doesn't run a major campaign in January, the risk of cannibalisation is eradicated.

As a result, it's easier to secure buy-in from across the entire organisation.

Importantly, it also means a greater number of organisations can take part in New Year campaigns.

When industry-wide participation is seen in a seasonal campaign, it leads to a greater awareness of will-writing and a greater propensity for gift-giving.



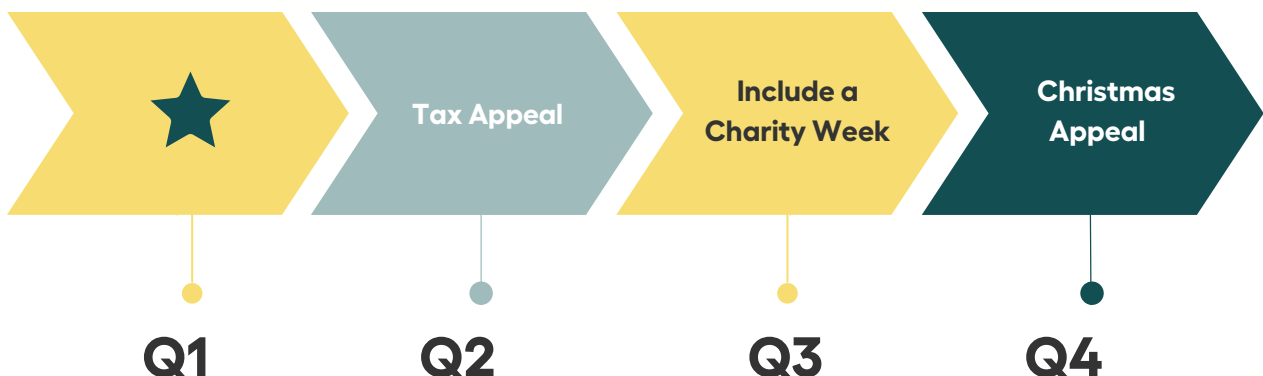
No risk of cannibalising other fundraising campaigns



Easier to secure buy-in from the entire organisation



Wider industry participation leads to more will-writers and a greater chance of receiving a gift



1 Low likelihood of competing campaigns

On average, 19% of all wills written on Gathered Here include a charitable gift. An impressive figure in comparison to the national average, which sits at 6-7%.

However, looking at wills that were written by people who had received a charity prompt, that figure jumps to 60%.

So, when more charities get involved, we see higher giving rates. But that's not where the story ends.

Importantly, most people who pledge a gift actually pledge more than one gift.

On Gathered Here, the average number of gifts pledged per donor is 2.4

So, when more charitable organisations get involved, the number of gifts rises disproportionately and the entire sector benefits.

With some larger NFPs sending campaigns to over 100,000 supporters, smaller organisations can benefit from the increased flow of charity supporters to the online will platform.

These smaller organisations, with smaller supporter bases, are able to directly benefit from that exposure.



60%

of supporter wills include a gift

19%

of Gathered Here wills include a gift

6-7%

National average for gifts in wills

2.4

average number of gifts per gifter

2 Many NFPs are operating at reduced capacity

Data from the Australian Bureau of Statistics shows that, in January 2023, 43% of employees worked reduced or no hours due to annual leave.

Looking at all types of leave, including sick leave and carer's leave, that figure climbed to 56%

This pattern has been trending upwards over the past five years and more than twice as many people chose to work reduced hours in January 2023 compared to January 2019.

NFPs like many organisations, are forced to contend with a major decrease in labour and capability.

Unsurprisingly, this can pose significant challenges, but it's only the start of it.



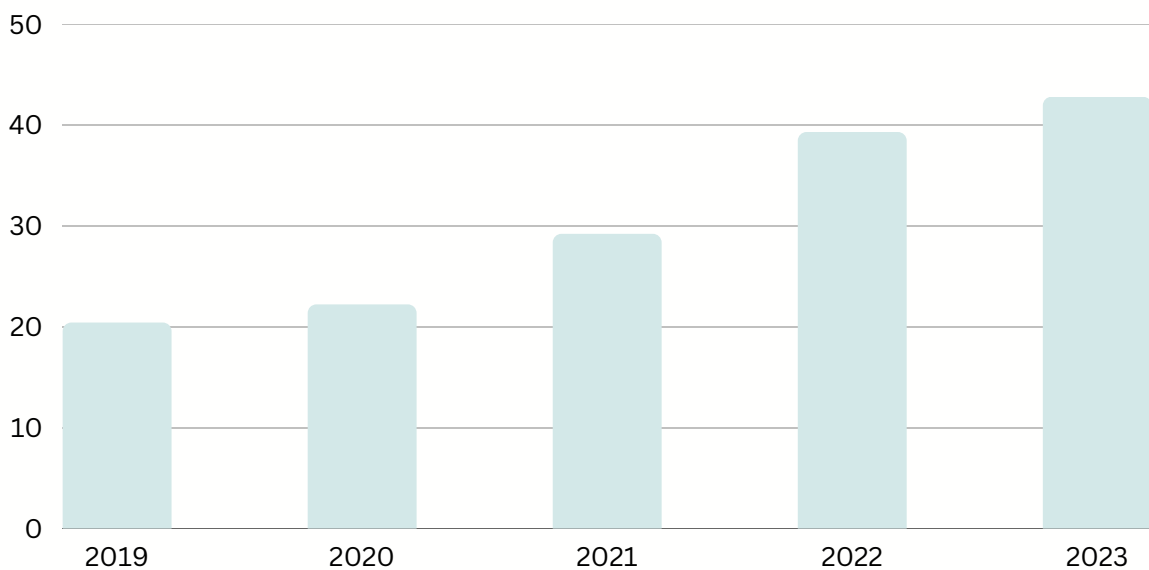
**Australian
Bureau of
Statistics**

43%

of employees worked reduced or no hours due to **annual leave**

56%

of employees worked reduced or no hours due to **all related leave**



% of employees who worked less hours in January due to annual leave

Not only are less employees at work, and working less frequently, but those that are around are less productive.

A study from project management platform Redbooth found that most employees (26%) named January as their least productive month while just 7% said it was their most productive.

While this might sound counterintuitive - why would any NFP commit to a campaign when resources are stretched? - online wills are an ideal fundraising tool in such situations.

Online wills have the ability to generate impressive revenue streams for a moderate time and cost investment.

Gathered Here data also shows that low-touch initiatives, such as a multi-part EDM series, can be extremely effective at generating gifts in wills.

These digital campaigns can be planned well in advance, when more resources are available, require minimal investment and a hands-off approach that makes them perfect for January.

26%

of employees said January was their least productive month



7%

of employees said January was their most productive month.



Online wills are an ideal fundraising tool in times of budget or resource restrictions.



They can generate impressive revenue streams for low cost and moderate effort.



Low-touch initiatives, such as a multi-part EDM, have found to be extremely effective.



Campaigns can be planned well in advance, when more resources are available.

3

Australians are thinking about life-admin and personal finances

January isn't just the right time for NFPs to run a digital bequest campaign, it's a convenient time for supporters to receive an online will too - particularly a free one.

January is one of the few times in the year that finances and life-admin is front of mind for Australians.

After the Christmas and New Year period, many people look to regain control over their finance, set better habits and start as they mean to go on.

It's no surprise then, that January is internationally-recognised as financial wellness month.


Social saving initiatives also take place, with 1.2 billion results for the search term 'no-spend January'.

Data from CommBank shows 93% of Australians set a financial goal in the run up New Year while Finder data showed 83% actually set a financial goal in January 2023.

Money becomes a major topic of conversation.



January
Internationally-recognised financial wellness month



93%
have a financial goal for the New Year



83%
set a financial goal in January 2023



1.2b
Google results for 'no-spend January'

The media, too, picks up on the trend of thinking about financial wellbeing during January.

Major publications ramp up efforts to discuss budgeting hacks, saving advice, and financial goals for the year ahead.

This makes January the perfect time to reach out to supporters with a free online will.

Australians are in the right frame of mind to think about life admin and personal finances. Many are actively looking for ways to whip their finances into better shape.

Offering an online will, particularly a free one, is not only timely, but genuinely helpful.

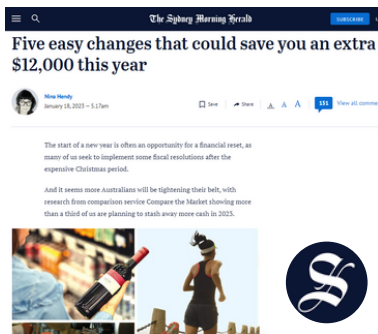
Messaging around the importance of life admin will be supported in the mainstream media, providing an extra reminder to supporters.

Interestingly, while the general public takes a keen interest in saving money during January, data suggests that this doesn't impact the likelihood of a gift being pledged in a will, nor does it impact the value of gifts.

Life-admin and money-talk in the media

How to make money-saving challenges work for you

ABC Everyday | By Tasmin Jeffery



5 ways to get on top of your debts in 2023

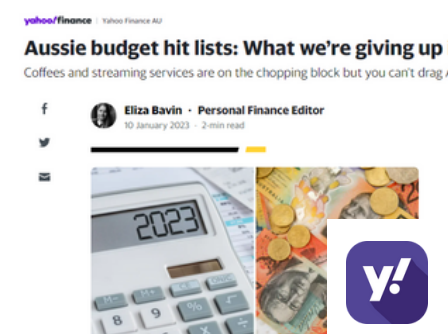
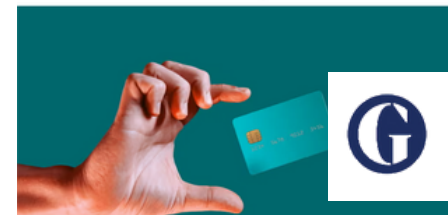
Around a quarter of us have started the new year in debt, according to a new survey. Vicky Shaw finds out how to get back on track.

Wily Shaw | Friday 16 January 2023 07:00



How to get a grip on your personal finances in the new year

It's been a tough year for millions of people, and 2023 is looking even worse. Here are some remedies to try



By tracking the value of gifts pledged via Gathered Here then comparing that to the RBA cash rate, we can infer that tighter budgets doesn't impact gift value.

The graph below shows the cash rate between April 2022 and June 2023.

Clearly, there is no correlation between the dramatically climbing cash rate and the comparatively steady value of gifts pledged.

Since supporters don't feel any financial impact when they pledge a gift in their will, that giving behaviour is less likely to be impacted when budgets are restricted.



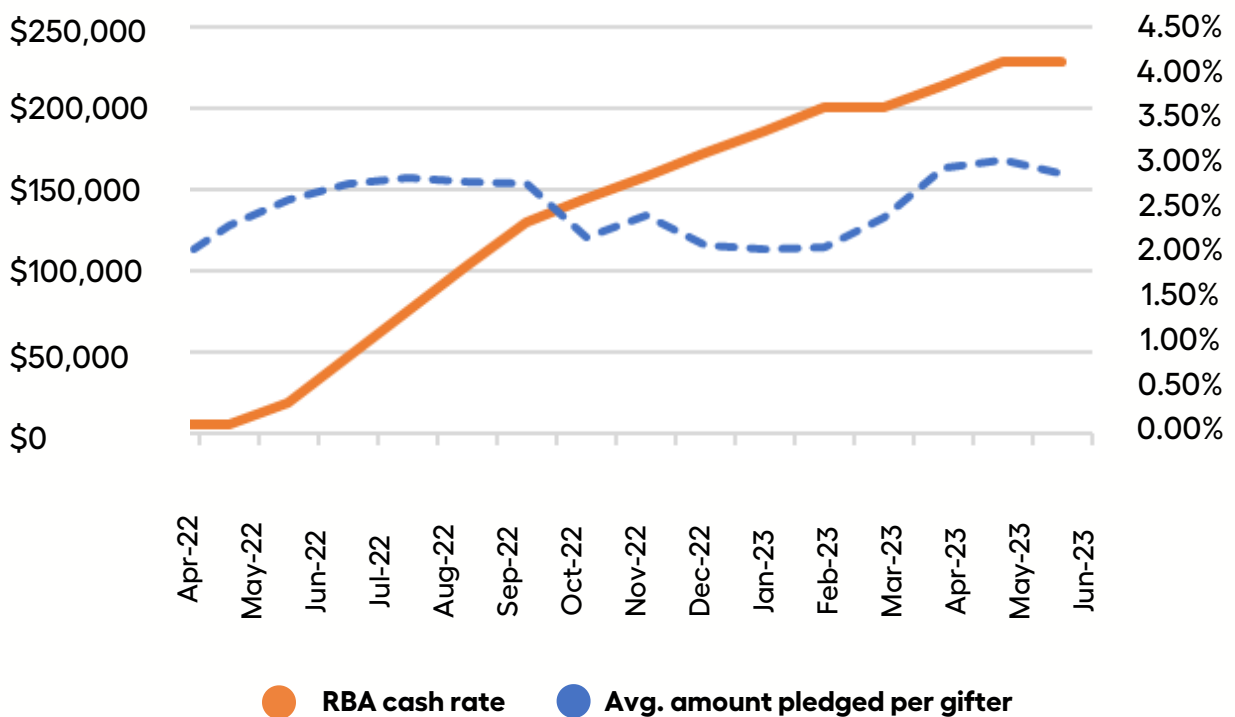
Offering an online will, particularly a free one, is timely and helpful



Messaging is supported be the wider media

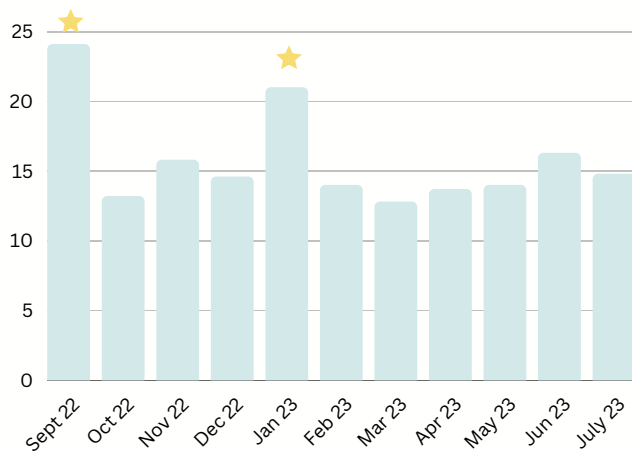


Even with tightening budgets, the value of gifts doesn't decrease





Percentage of wills with a gift

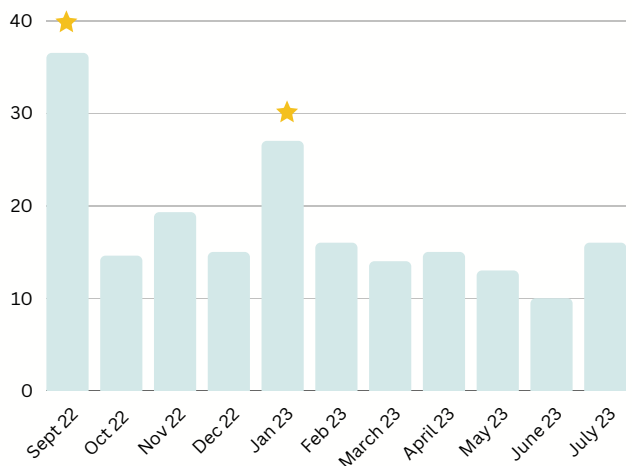


Gathered Here data also shows that the percentage of wills with a gift isn't negatively impacted in January. In fact, there's a noticeable spike.

As Graph A shows, the percentage of wills with a gift spikes in September (during Include a Charity Week) and January, when many NFPs are taking part in New Year campaigns.



Overall value of gifts pledged



Graph B shows that a similar pattern is present in the overall value of gifts being pledged.

This data further reinforces the theory that, despite January being a time for tightening budgets, Australians are still enthusiastic about supporting their favourite causes with a gift in their will.



4 People are reflecting about the previous year

Finally, January is a great time to reach out to supporters with an online will because people are already reflecting about the previous year, including any life events or major changes that might have happened.

That could include buying or selling a property, getting married or divorced, starting or ending a relationship, having a child or adopting a pet, and many more.

These perfectly common life events should all trigger an update of a will, as they can have a major impact on our estates or intentions.

Once again, there's an opportunity for NFPs to provide a useful tool to supporters at a time that's both organic and appropriate.



Buying property



Getting married



Having children



Getting a pet



Starting relationships



Ending relationships

Interestingly, January is also known informally in some legal circles as 'divorce month' due to the spike in enquires about separations and divorces. According to solicitor Rica Ehlers, this is one of the most common and important triggers of updating a will.

“

In my experience, there is an influx of clients seeking advice regarding separation and divorce when the law firms re-open their doors after the Christmas period.

It's of course important to keep your will updated during life events, such as when separating, so naturally it follows that there tends to be a spike in wills made during this time, too.

”

1 Low likelihood of competing campaigns

- No risk of cannibalising other campaigns
- Easier to secure organisational buy-in
- Wider participation = more gifts pledged



2 Many NFPs are operating at reduced capacity

- Impressive revenue with modest investment.
- Low-touch initiatives can be highly effective.
- Campaigns can be planned in advance

3 Australians are thinking about their finances

- Australians are in the right frame of mind
- Offering a free will is timely and helpful
- Messaging is supported by the wider media
- Tighter budgets doesn't impact giving behaviour



4 People are reflecting about the previous year, including life changes

- People are considering major changes that typically trigger will-writing
- Tends to be a spike in people needing a will
- Opportunity for organic messaging

Case studies



- ✓ Clients and carer email
- ✓ 462 active subscribers
- ✓ One EDM, sent January 2023

56

accounts
created

31

wills
written

10

gifts
pledged

\$53.6k

estimated
value

4

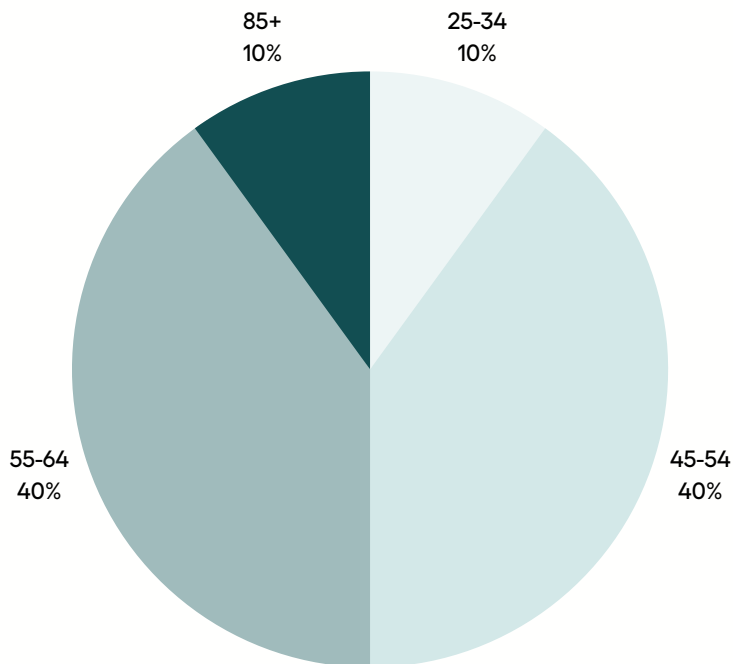
Residual

3

Specific

3

items



Two-part EDM series:

- ✓ First sent January 20 to 34,030 lapsed donors
- ✓ Second sent on January 29 to 33,710 lapsed donors.

EDM 1



Donor	Age	Type	Estimated value
Donor 1	25-34	Specific	\$250
Donor 2	35-44	Residual	\$6,635
Donor 3	65-74	Residual	\$132,675

EDM 2



Donor	Age	Type	Estimated value
Donor 1	35-44	Residual	\$33,165

The wills platform

User-friendly, intuitive technology to simplify will-writing and gift-pledging.

Created with input from

estate planning lawyers

Designed in consultation with

a charity advisory panel

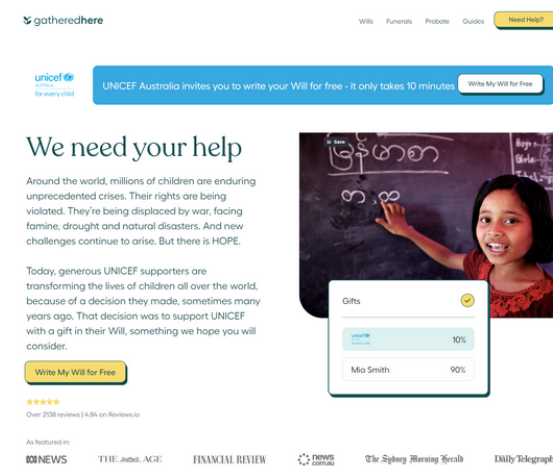
Over 2,000 five-star reviews

from verified customers

Platform of choice for **350+ NFPS**

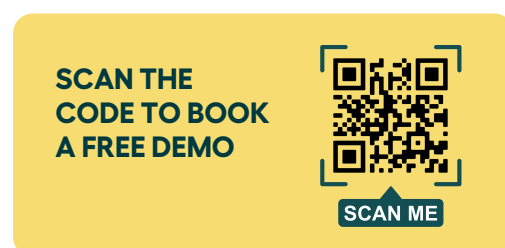
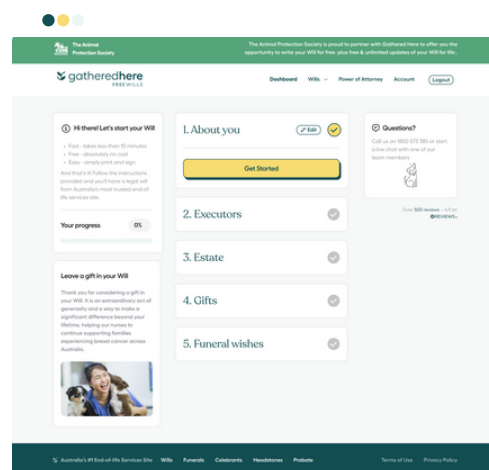
Landing page

Customise your landing page to reflect your unique branding and messaging.



Will platform

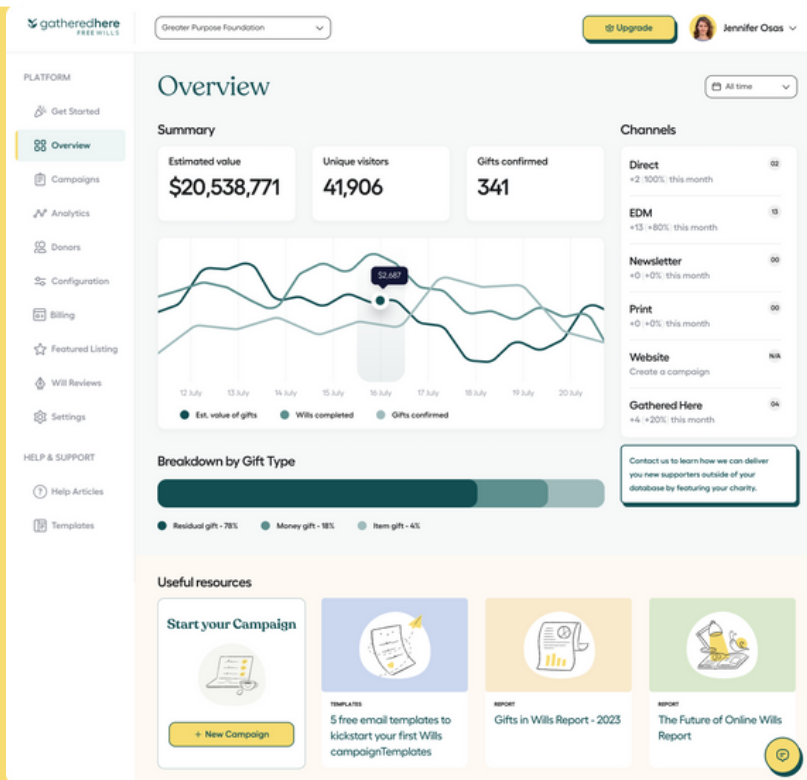
Streamline the supporter journey with a co-branded will platform



The GMP

The Gifts in Wills Management Platform simplifies bequest management and campaign tracking.

It gives fundraisers the tools they need to make truly strategic decisions, and focus on the big picture.



Track

Hard data to show which campaigns are working so you can assign resources to the most effective areas.

Report

Generate detailed, custom reports with revenue forecasting, in-depth analysis and return on investment.

Connect

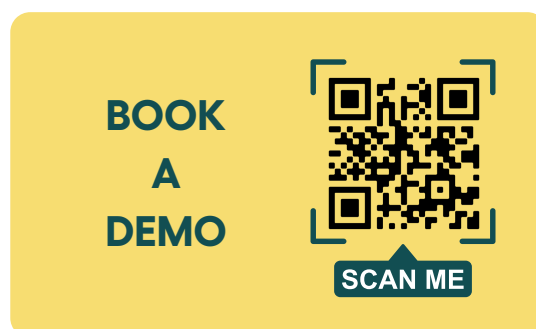
Collect personal and contact information from opt-in donors. Export data to your own system.

Analyse

Review detailed breakdowns of gift type, value and channel. Compare results to gain a clear picture of campaign success.

Advertise

Put your organisation in front of thousands of will-writers. Track return on investment and see exactly how well advertisements are working for your cause.



Get in touch



SCAN ME

A New Year digital bequest campaign could generate hundreds of thousands of dollars for your organisation. Even millions.

The best bit? It doesn't have to be complicated, time-consuming or expensive.

Get in touch today to find out how we can help.

WWW.GATHEREDHERE.COM.AU



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