



YOUR PARTNER
IN PLANNED
GIVING
SUCCESS






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PLANNED GIVING GROUP
OF NEW ENGLAND
Harness • Connect • Engage


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I am asked all the time...

What's new?




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Marketing in the Age of Trump

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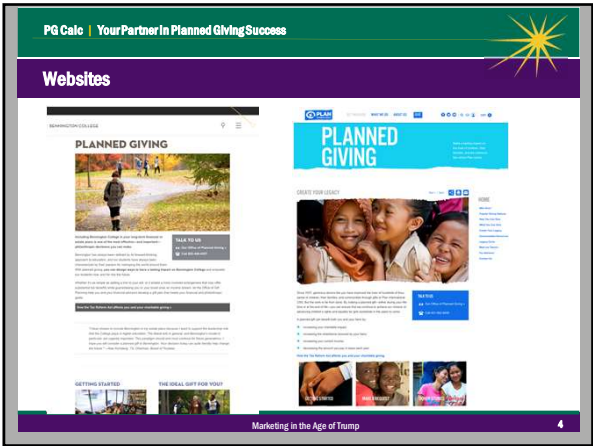
Same old stuff...

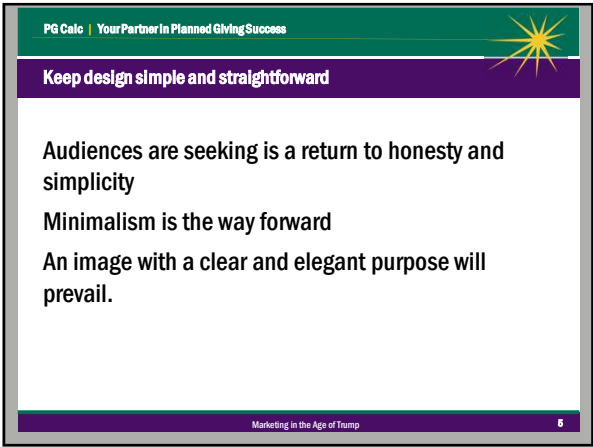
- Visual website
- Don't overwhelm your audience
- Content Marketing
- Social Media
- Video
- Mobile Marketing

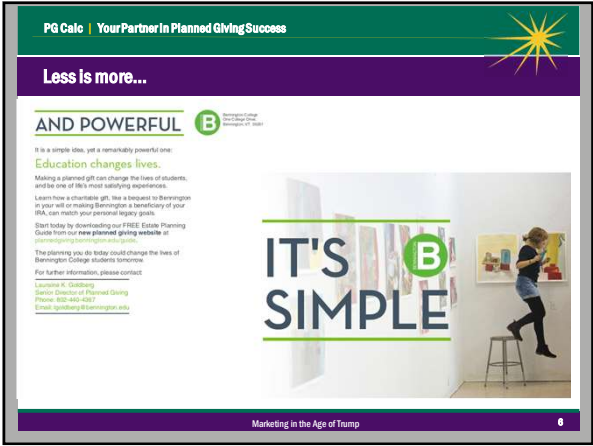
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Direct mail: stand out from the crowd

Large pieces command attention. Despite the significant postage savings from mailing smaller-sized pieces that fit USPS standards for automated processing, large DM gets better response.

Try Humor...

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Grab their attention...

I can't believe my eyes, these gift annuity rates are too good to be true.

A GIFT THAT PAYS YOU

Did you know, you could receive your money back with a gift that work for you?

For a gift of \$10,000, how much money will you receive?

Gift Amount	Gift Annuity Rate	Annual Payout
\$10,000	4.5%	\$450
\$20,000	4.5%	\$900
\$30,000	4.5%	\$1,350
\$40,000	4.5%	\$1,800
\$50,000	4.5%	\$2,250
\$60,000	4.5%	\$2,700
\$70,000	4.5%	\$3,150
\$80,000	4.5%	\$3,600
\$90,000	4.5%	\$4,050
\$100,000	4.5%	\$4,500

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Stand out and be seen

YIPPEE!

Higher Gift Annuity Rates Mean More Income For You

Higher gift annuity rates mean more income for you. The higher the rate, the more you receive. The higher the rate, the more you receive. The higher the rate, the more you receive.

Gift Amount	Gift Annuity Rate	Annual Payout
\$10,000	4.5%	\$450
\$20,000	4.5%	\$900
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\$80,000	4.5%	\$3,600
\$90,000	4.5%	\$4,050
\$100,000	4.5%	\$4,500

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Use Video...

Video inspiring stories create great emotion

Simple production with impactful content

Make a Planned Gift, Leave a Legacy

We made it easy to give.

Make a planned gift and leave a legacy

Planned Giving Resources

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Mobile ...

Use of mobile awareness is growing every year.

From 5% to 15% in the past 5 years.

What You Can Give

PLANNED GIVING

BRIGHAM AND WOMEN'S HOSPITAL

Gift Planning

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Test Social media

- Use impact stories
- Event Tie-Ins (stewardship)
- Surveys
- Manage Expectations

Brigham and Women's Hospital

Take the Brigham Health survey!

Take the Brigham Health survey!

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The New Tax Law and Charitable Giving

Fight misinformation

- Website
- Newsletter
- Direct mail
- Email

How will the new tax law affect your and your charitable giving?

What the new law means for you and your charitable giving

How will the new law affect you and your charitable giving?

Your gift will change less

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Anything game changing?

Radical?
Outside the box?

A new way of
thinking about
planned giving
marketing?

Marketing

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I thought about it and then asked myself...

How did a business person with no political
experience propel himself to upset one of the
world's most-experienced politicians?

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The answer is...

Marketing

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Humans are very susceptible to suggestion...

Marketing is the science and psychology of our brains.

Trump gets it... his actions and messaging reflect that.


- It is how he became president with few policy positions.
- It's how he can hold such a strong base of supporters who defend him regardless of anything he does.

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Please note:

This is an APOLITICAL presentation



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A Learning moment...

As Marketer this was GENIUS.

- ✓ Apply the new
- ✓ Reaffirm what we know but perhaps don't stress
- ✓ A shake up of your marketing might be a good thing

Disclaimer: Much of the success is based on the medium of social media, which we recognize, but since it does not apply to PG we will trend lightly.

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1. Throw Rules Out of the Window

He broke every rule and norm!

- ✓ **Don't settle for, "this is what we always do"**
- ✓ **Ready... FIRE! ...Aim**
- ✓ **Test new Ideas**
- ✓ **Is it time to re-think your marketing?**

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2. Consistency and Repetition is Key

Stay in the news, and in people's thoughts

He had a constant flow of messages, combined with a real voice. (plays into his audience who believe he is an authentic)

Today people are looking for the humanity behind the content.

- ✓ **Constant Cultivation**
- ✓ **Make sure your words or message don't sound robotic. This is an important way to connect with your audience.**

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2. Lather, Rise, Repeat #MAGA

Don't underestimate the power of a good slogan, no matter how cheesy it is.

Just Do It | Think Different | A Diamond is Forever | Got Milk?

Repeating phrasing can be impactful:

- We're losing to everyone... we're gonna start winning
- The _____ is a disaster.

Phrases when repeated enough, it becomes truth for people.

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2. Use repetition in your marketing

The repetition and consistency of his message worked.

- ✓ Repeat similar phrases consistently throughout your website and marketing campaigns.
- ✓ Phrases serve the purpose of reinforcing an emotional belief

"Gift that pays you back"

"As simple as filling out a form"

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3. Simple, Easy to Remember Content Resonates

Stuck with a simple message from the beginning. #MAGA

Simplicity in speaking and tweeting in short bursts of easy-to-read text.

No details but general statements.

Website limited text above the fold. Clear calls to action line the top of the site, which means users don't have to search for what they're looking for.

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3. Don't overwhelm....

Simplicity may seem unlikely for a presidential campaign but his simple, direct content had a better chance of reaching his target audience.

- ✓ **Your messaging should provide a real solution for donors.**
- ✓ **Don't lose them in the noise of describing how it works.**
- ✓ **Focus instead on a simple narrative that's easy to understand.**

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4. Authenticity & Confidence Resonates

In marketing it is tremendously important to be authentic.

Trump's authenticity stands behind the fact that he, at all times, had the courage to defend his radical measures, which he truly believes are necessary.

No apologizing. Love him or hate him he is a real person.

- ✓ **Is your marketing personal?**

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4. Be a human...

Please contact us anytime!

Name

Phone

Contact our Office of Planned Giving for information on gift strategies that can help you support Fernwey School of Psychology and provide significant benefits to you and your family. We are here to help you right and day.



Dr. Edwin Price
(555) 555-5555
gplan@givingplannedgiving.org
Vice President for Advancement
Fernwey School of Psychology

[Send Us a Message](#)

Name *

Preferred Telephone Number


☐ Home
☐ Office
☐ Cell

Email address

Questions and/or Comments *

*Required

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4. Confidence is a very powerful thing

When Trump speaks, there is a great level of confidence behind his every word. No matter what statement he makes.

It is evident that he truly means what he says, making his audience believe him, and trust him.

- ✓ **Do your PGOs and MGOs have this confidence?**
- ✓ **Conviction is in PG is a must. Training is the key.**
- ✓ **Create "brand ambassadors" who will further spread your programs word and ideas. (Legacy Society)**

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5. Know Your Audience

#MAGA struck a chord with millions.


The target audience they loved it. (and bought the hat!)

He was NOT trying to expand his "market" but focus only on his voters and their pain points.

Some found it extremely offensive... But it was not for them.

The target audience loved it.

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5. Send a message the audience will understand...

You can't appeal to everyone.

- ✓ **Target your messaging.**
- ✓ **If everyone is your potential donor, no one becomes your donor. Be very specific about who you are marketing to.**
- ✓ **Don't worry about excluding a majority of your donors. Instead resonate deeply with your ideal donor.**
- ✓ **Make them feel like you're speaking directly to them.**

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5. He knew the pain points...

His voters see him as empathic.

- ✓ **When you can tell your audience what their problem is better than they can articulate it themselves, they'll be more ready to listen to your solution.**
- ✓ **People trust you and connect with you more when they feel like you understand what they're going through. That's empathy.**

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6. Emotion over facts (Storytelling)

Humans are extremely susceptible to emotion.

We base decisions on our emotions first and logic second.

Primal: fear, anger, disgust, sadness, and happiness.

Trump is not a policy wonk. He's a storyteller pushing peoples emotional buttons.

Fear, anger and disgust and then provides a narrative to fit those emotions in.

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6. We know this already...

In Planned Giving we sell...

- ✓ **Your mission**
- ✓ **It's the impact of the gift**
- ✓ **The self-satisfaction of giving**

These are more powerful than tax benefits.

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6. Fear and Greed

***"There are three great forces in the world:
stupidity, fear and greed."***

~Albert Einstein

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6. Fear Has Always Been a Marketing Tool

- Politicians sell themselves to voters by using scare tactics
- Cable news stations use fear to sell their programs
- Advocacy groups do the same to sell memberships
- Realtors use it to sell homes in gated communities

When frightened, we react viscerally and want to take action to protect ourselves and our communities.

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Happiness makes us want to share

1. Happiness/Joy:

Our first emotional action in life is to respond to our mother's smile with a smile of our own. Joy and happiness are hard-wired into all of us. Joy increases when it is shared.

- ✓ **Nothing better than the self-satisfaction of giving.**
- ✓ **Giving contributes to an energy exchange that amplifies our own pleasure – it's something we're hardwired to do.**

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I want to be the select few

2. Prestige/Belonging:

Everyone wants to be included and to feel they are part of something larger than just themselves. Make it easy for the donor to start a relationship with you. (Email, Mail or Event)

- ✓ **Do you have a Legacy Society?**
- ✓ **Or other exclusive donor groups?**

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Uplifting Emotion

3. Hope/Altruism:

Create the feeling that what the donor wants is what they can have. Give them a reason to feel this way and then follow through.

- ✓ **Giving more than they thought possible.**
- ✓ **Be the change they want to see**

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Without you we can't help...

4. Guilt/Fear:

You can play on this emotion to get the donor to believe they have a chance to right a wrong or improve something. (Or something may go terribly wrong if they don't act.) By getting them to feel responsible for a wrong, whether real or imagined, you can get the donor to act.

- ✓ **This is all fundraising, right?**

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Sorrow helps us connect and empathize

5. Sorrow/Suffering:

Perhaps fitting if one looks at sadness as the other side of happiness, the emotions of sadness and sorrow light up many of the same regions of the brain as happiness.

The hormones produced when sad that help us create understanding and empathy may also make us more generous and trusting.

✓ **Images of puppies and/or babies get me every time...**

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Make 'em Laugh

6. Surprise/Humor:

- It grabs and holds attention – shows you are “one of them”
- It results in an emotional response – not just positivity but a connection to you and your brand
- Your message is remembered and shared.

✓ **Being funny can work to the right audience**

✓ **It can also hurt you with the wrong message**

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Greed is good...

7. Vanity/Envy:

It seems that everyone wants more of something. Appeal to the donor's desire for more power or influence.

✓ **Flattery will get you their attention and possibly their gifts.**

✓ **Naming opportunities**

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Trust in you

8. Humanity/Conviction:

- Donors feel they can depend on you – that you mean what you say and you'll do what you say.
- You have the know-how, the competence, and expertise.
- They feel you have their interests at heart and that you'll take care of them throughout the transaction, and beyond.

✓ **Building relationships is what we do.**

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What we learned from 45?

1. Throw Rules Out of the Window
2. Consistency and Repetition is Key
3. Simple, Easy to Remember Content Resonates
4. Authenticity & Confidence Resonates
5. Know Your Audience
6. Emotion over facts (Storytelling)

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Questions?



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