Bequest Support

perpetual guardian

Bequest support

Learnings

1. Importance of a long-term partnership approach, focus on total value offering (including discounted executor fees)

2. Importance of organisation readiness – readiness assessment

3. The hero message of any bequest programme must be the tangible difference that can be made through the legacy.

4. Importance of leveraging good practice and what works as a starting point for any bequest programme – refer Legacy Guide

Key Growth Trend

According to Giving New Zealand research, between 2011 and 2014 bequests to charitable trusts in New Zealand increased from $122 million to $157 million. This upward trend is expected to increase, providing an excellent opportunity for well established New Zealand charities.

Benefits of Partnering with Perpetual Guardian

- Partner with an experienced will and trust estate management company who can be an independent third party to speak with your donors about wills and bequests
- All leads followed up directly by an experienced consultant, who will be briefed with key messages regarding the charitable organisation and the difference they are making
- We can offer a transparent total value proposition – which includes discounted will pricing (from $50 for a simple will up to $300 for a complex will plus GST (2% executor fees capped at *$20,000 *assuming no claims or other dispute against the estate). Note the client is free to choose their executor
- Each will is checked by a legal specialist (this is designed to reduce the risk of the will being contested)
- Capitalise on our learnings – we have learned various lessons in donor behaviour, such as people are much more likely to bequest if they engage with a consultant, rather than online
- With the permission of the will maker, we can provide reporting to you on bequests
- If you are presenting to potential bequest target groups on the work of your organisation, we can co-present on the importance of having a will, costs, how to go about leaving a bequest and follow up any leads
- For special events with donors (such as 'Circle' events) we can provide a will specialist to be on hand and answer any questions regarding leaving a legacy
- We are available to peer review any bequest communications

Our expectations of you

- Inclusion of the offer and our contact details in your key communications such as your website and bequest collateral
- Invitations (if applicable) to present to key donors on the importance of having a will and how to go about leaving a bequest
- Open and transparent communication with a focus on what's working and opportunities for continuous improvement – we encourage a culture of learning and strengthening practice
- That together we embark on this partnership in good faith, with a view to long term partnership

FAQ's

1. **What is the will value proposition offered by Perpetual Guardian through this partnership?**

   The offering is from $50 for a simple will up to $300 for a complex will plus GST. If we are nominated as the executor, these fees are 2% of the total value of the estate (capped at *$20,000 *assuming no claims or other dispute against the estate)

2. **How do we get started?**

   The first step is to complete the readiness assessment which we can do together. If your organisation is identified as 'ready' for a bequest programme we will then share our Legacy Programme Guide from which you can begin to draft your marketing plan. Internally we then brief in our Sales Support and Legal Drafting teams.

3. **Can you help us with our communications?**

   Yes. We are happy to peer review any communications material.

4. **What organisational information do you need from us?**

   It is really helpful for our team to have high level information regarding your organisation and the difference you are making in the community. If you can provide up to four key messages regarding your work that would be really helpful. Also any website or online links such as Facebook. If it is possible for us to do a site visit at some stage - to understand your work more deeply - that would be wonderful.

5. **So, one of our supporters has said they wish to leave a bequest in their will, how do they contact you?**

   We can be contacted by emailing philanthropy@pgtrust.co.nz or phone 0800 745 342. Also please let us know directly so we can expect the contact!

6. **Will you be tracking how donors heard about the offer (so we can track what communications channels are generating leads)?**

   Yes. Our Client Managers will ask the client how they heard about the offer and pass this on to our Philanthropy Team. Further, they will ask the client if they are happy for the details of the bequest to be passed on to you, so they can thank you directly (and you can then acknowledge them and update your donor database). In time (and once the volume grows), we hope to update our CRM system to track and report on bequest partnerships.

7. **Will you be seeking feedback from the client regarding their experience with Perpetual Guardian?**

   Yes. While this won't be available immediately, we hope to implement this in the medium term.