Embracing Technology for Moves Management Success

Dawn Bailey
Regional Solutions Manager
June 28, 2010
Moves Management Concepts
The Importance of Giving for the Affluent

Income Contributed to Charity by the Affluent

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<tr>
<th>Family Net Worth</th>
<th>Amount Contributed</th>
<th>Percent of Income</th>
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<td>$1-5 million</td>
<td>$13,113</td>
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<td>$5-10 million</td>
<td>$65,780</td>
<td>10.6%</td>
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<tr>
<td>$10-20 million</td>
<td>$211,000</td>
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<td>$50-100 million</td>
<td>$1.5 million</td>
<td>34.5%</td>
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<td>$100+ million</td>
<td>$5.5 million</td>
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Source: Boston College - Social Welfare Research Institute & Bankers Trust
The key change in the high-net-worth market is increasing diversity. Old stereotypes about wealth are being eroded.

**Age**
The age spectrum of high-net-worth individuals (HNWIs) is broadening.

- 37-55: 32%
- 26-34: 4%
- 65+: 34%
- 55-64: 30%

**Gender**
Men are often viewed as the primary wealth holders, but women have increasing significance in the wealth market. Though the average HNWI is still male, a recent study by UBS PaineWebber reported that for the first time ever, women represent nearly half (47%) of all investors with $100,000 or more in investable assets, up 11% from just two years ago.

**Race**
The last decade has seen significant growth in wealth among the Hispanic, African-American, and Asian-American populations, though the average HNWI is still white. Asian-American households, for example, have a higher annual median income than all other races, including whites.

**Source of Wealth**
Researchers have found that only 15% of HNWIs became wealthy primarily because of inheritance/trust funds, though almost half received some inheritance. The wealthy are now more likely to be self-made, most commonly through, entrepreneurial interests, small-business ownership, investments, or earned income.

Sources: Spectrem; HNW WealthPulse; Cerulli Associates; Forrester; Opinion Research Corporation
For high-net-worth individuals, financial security is related to both psychological comfort and material wealth.

- A recent survey of affluent investors indicates their greatest fear is a decline in their living standards during retirement.

- While significantly more of the total population than the high-net-worth population work because it is necessary for financial security and stability, a remarkable number of high-net-worth people maintain that they work predominantly to ensure that their family is secure.

- The higher the net worth, the greater the amount of wealth respondents say they need to feel financially secure. Only 36% of pentamillionaires feel completely financially secure. The median amount needed for financial security is $20 million, or 67% more than current wealth, with the average amount needed $45 million, or 75% more than current wealth.

- Wealthy women also seem to need more money to feel secure than wealthy men. 29% of wealthy women say they would need more than $50 million to feel completely secure, compared to 4% of wealthy men.

- Wealth recency also has a significant impact on financial concerns. The more recently people have acquired wealth, the more concerned they are about providing for retirement, their family’s security, and the educational needs of their children, and the less concerned they are about managing investments, tax and/or estate planning, and providing for health and wellness.
Categorize Your Prospects
Define Your Cycle

Qualify
- Financially viable
- Inclination

Strategize
- Interests
- Connections
- Who / when

Cultivate
- Site visits
- Introductions
- Engage

Solicit
- Proposal
- Case delivery

Steward
- Thank
- Report

Research
Qualify
Cultivate
Solicit
Close
Steward

Identify
Research
Qualify
Strategize
Cultivate
Solicit
Close
Steward
Donor Pyramid Version II

Donor Growth

Donor Contact

Planned Giving
- Bequests
- Trusts
- Gift Annuities
- etc.

Major Giving
- Endowment Campaigns
- Capital and Special Campaigns
- Major Gifts from Individuals
- Major Gifts from Corporations and Foundations

Annual Giving
- Support Group Operations
- Special Events and Benefit Events
- Annual Giving Campaign/Direct Mail Program
- Select Audiences
- The Universe – Everyone in the Area

Donor Commitment
Moves Management in The Raiser’s Edge
Is your pipeline properly weighted?

The Raiser’s Edge - Sample Data

Prospect Pipeline

As of 08/09/2009 8:45:01 AM

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<tr>
<th>Solictor Name</th>
<th>Identification</th>
<th>Research</th>
<th>Qualified</th>
<th>Strategy</th>
<th>Cultivation</th>
<th>Solicitation</th>
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<th>Closed</th>
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<th>Percent of Total</th>
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## The Raiser’s Edge - Sample Data

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Key Terms
- General Tab – overview
  - Status
  - Solicitor
  - Dates / dollars
- Action Tab – to do items
- Media - attachments
- Notes – strategy information
Questions?
Additional Resources

White Papers:
- The Basics of Prospect Management
- Embracing Technology for Moves Management Success

Reports:
- Index of National Fundraising Performance
- State of the Nonprofit Industry Survey

Tip Sheets:
- Stewarding Donors in Tough Economic Times
- Building a Major Gifts Program from the Ground Up

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