

Resource Guide:

Planned Gift and Bequest Revenue Potential Worksheet*

This Resource Guide provides a simplified calculator to help you better understand the value of the planned gift or bequest potential that exists in your constituent relationship management database (CRM). Using your Target Analytics project results for Planned Giving or Bequest Likelihood you can calculate that potential.

Planned Giving Likelihood (PGL) or Bequest Likelihood (BL), for some customers, can be interpreted as a propensity - or interest - to make a planned gift to your organization. It doesn't include an individual's capacity to make a gift. Each individual submitted for analysis received a score for their likelihood to make a planned, or bequest gift, ranging from 0-1000. Simply stated, ***the higher the score the more likely the person is to make a planned gift (or bequest).***

Your project results were returned in flat-file format for import back into your constituent relationship management (CRM) database. If you're a ResearchPoint client, we imported your modeling results into ResearchPoint on your behalf. We recommended that you utilize these scores in buckets - or ranges - as reflected in this chart:

Score Description	Minimum	Maximum
Excellent	901	1000
Very Good	801	900
Good	701	800
Average	501	700
Lower Scoring	0	500

Generally speaking, an individual with a score of 901 or higher is an **Excellent** prospect for a planned gift - 801-900 represents **Very Good** prospects - 701-800 represents **Good** prospects - and 501-700 represents **Average** prospects. Generally, we don't recommend prioritizing prospects with scores 500 or lower. It's our recommendation that you begin your planned giving efforts with prospects that have PGL (or BL) scores of 701-1000. This may account for around 8-15% of your database on average.

Finding Your Best Planned Gift Prospects in Your CRM and ResearchPoint

Once your returned results have been uploaded to your CRM, you can use the query function to group records with the highest likelihood scores – alternately you can query in ResearchPoint on the same criteria if you have a subscription to that software. ***Create this query to determine the number of records considered your best prospects for planned gifts or bequest: Planned Giving (or Bequest) Likelihood is between 701 and 1000***

You have now obtained the number of planned gift prospects you will use to determine **planned gift potential** in the worksheet on the next page. The worksheet requires that you open the embedded spreadsheet and **enter only your planned gift prospect number to the highlighted line.** The planned gift revenue potential you have in your database will then self-calculate!

Planned Gift or Bequest Revenue Potential Worksheet & Explanations

Line ▾	Item	Result ▾
1	Enter # of Identified Prospects w/ scores 701-1000	6,500
2	Low-End # of Potential Planned Gift Donors	520
3	High-End # of Potential Planned Gift Donors	2,145
4	Low-End Potential Planned Gift Revenue	\$ 9,781,200
5	High-End Potential Planned Gift Revenue	\$ 40,347,450
6	2% of Low-End Potential Planned Gift Revenue	\$ 195,624
7	5% of Low-End Potential Planned Gift Revenue	\$ 489,060

Line 1: Right-click on the Yellow Cell in the Above Chart and Enter the Total Number of Records with PGL or BL scores between 701-1000 from Your Target Analytics Project. (Note: some computers have a lag-time from double-clicking the cell until it opens). Your entire database was screened for each individual's likelihood to give a gift through a planned giving vehicle. These records represent the best planned giving prospects for your organization. You must enter this starting number into the Worksheet. The Planned Gift or Bequest revenue potential in your database will then self-calculate!

Line 2: Low-end Number of Potential Planned Gift Donors. Recent research revealed that around 8% of American donors over the age of 50 will make a charitable estate commitment to charity. This line further assumes that 1 in 3 of your low-end identified prospects will ultimately benefit your organization through a charitable estate gift. (Line 1 x 8% / 3 = Low-end Number of Potential Planned Gift Donors)

Line 3: High-end Number of Potential Planned Gift Donors. Recent research also revealed that around 33% of Americans are willing to consider leaving a charitable estate commitment to charity. This line further assumes that 1 in 3 of your high-end identified prospects will ultimately benefit your organization through a charitable estate gift, and follows the same process as Line 4 except it is applied to the high-end number of potential planned gift donors. (Line 1 x 33% / 3 = High-end Number of Potential Planned Gift Donors)

Line 4: Estimated Low-end Potential Planned Gift Revenue Over Time. Assumes an average planned gift of \$57,000, which is what the latest research revealed to be the average bequest value (under \$1,000,000) in the United States. The result is the gross potential planned gift dollars that could come from future gifts at the low-end. Of course, this does not consider the growth of your donor base with planned gift potential over time. (Line 2 x \$57,000 = Low-end Revenue Potential of Planned Gift Donors)

Line 5: Estimated High-end Potential Planned Gift Revenue Over Time. This step follows the same process as Line 4 except it is applied to the high-end number of potential planned gift donors from Line 3. This revenue potential does not take into account the growth donor base with planned gift potential over time.

Lines 6 & 7: Create a Work-plan that Seeks to Garner 2-5% of Potential Revenue Annually. While this worksheet does not guarantee planned gift revenue to your organization, it provides an indication of potential planned gift revenue through an active, consistent and increasingly sophisticated fundraising effort focused on deferred gifts. A reasonable annual goal might be to work toward a combination of 1) identifying already created but unknown gifts and 2) closing new gifts that together represent 2-5% of total potential revenue. (Line 4 x 2% = 2% of Low-end Revenue Potential of Planned Gift Donors / Line 4 x 5% = 5% of Low-end Revenue Potential of Planned Gift Donors)

*This worksheet was adapted from a formula originally developed by Michael J. Rosen, CFRE, in his book, Donor-Centered Planned Gift Marketing.