

Legacy Insights – Legacy Resourcing Issues in Ireland

Introduction

Campaign Solutions surveyed fundraisers in November 2022. The distribution of the survey was via Campaign Solutions newsletter, the Legacy Insights research consortium, My Legacy, CII and LinkedIn posts. This was the first piece of research of its kind undertaken in Ireland. Responses were received from 40 individuals in organisations, ranging from very large national organisations to smaller charities.



Context for Survey

Legacy income comprises under 5% of all fundraised income in Ireland and per capita legacy giving is lower than in many other countries - but is rising. Legacy fundraising has a low cost to income ratio compared to other income streams. However, when a charity seeks to develop or increase its legacy income, adequate resourcing **is** required. It is one of the key factors for Ireland to have a 'proper functioning legacy market'. This survey seeks to ask questions about issue #1 in the following list.

Key Factors

1. Great promotion by individual charities
2. Supportive regulatory and fiscal environment
3. 'Asking the question' in solicitor client questionnaires / checklists when making a will
4. General economic climate / housing values and transfer of wealth
5. Ongoing macro promotion / awareness of the 'legacy option'.

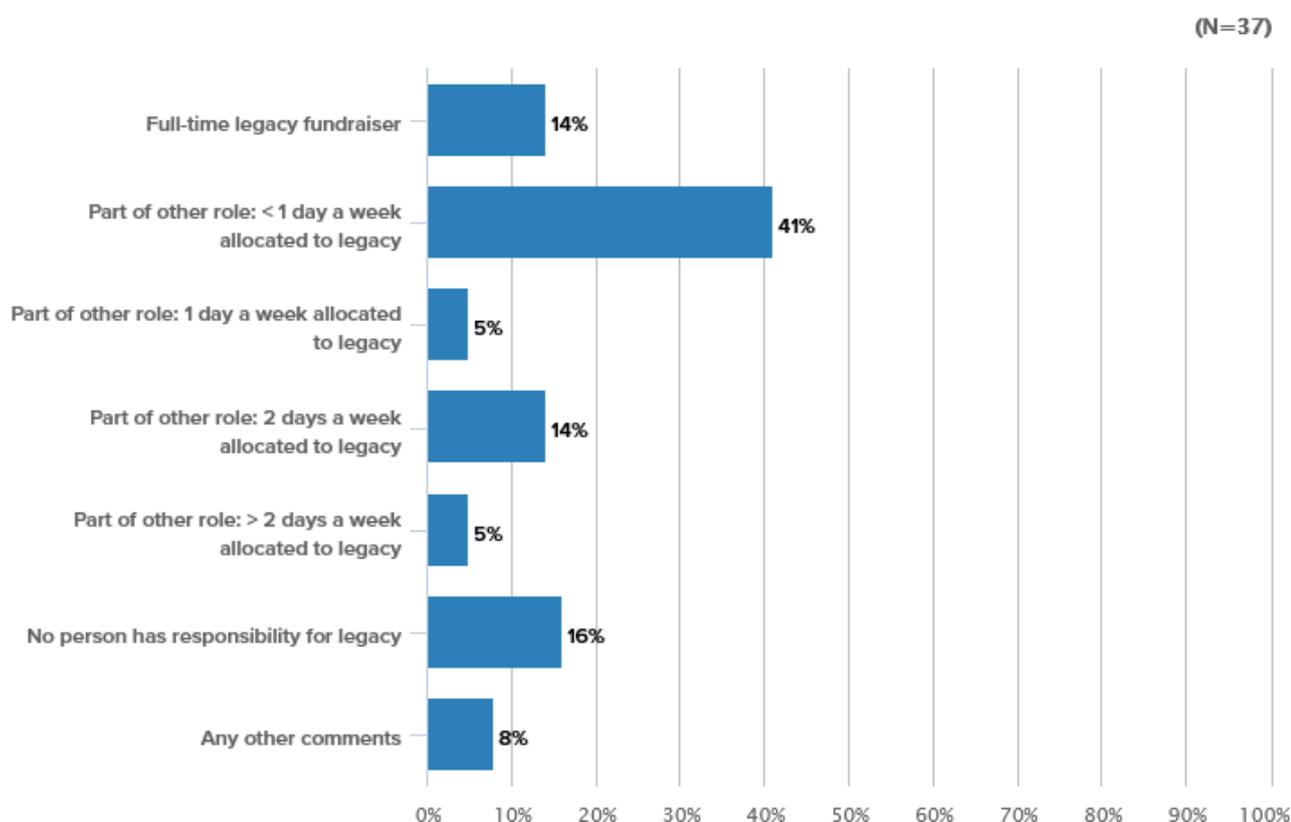
Fundraiser Roles and Legacy

Ireland has a small number of legacy fundraisers. Anecdotally and positively, it appears that an increasing number of people have legacy as part of their work. The number is still very low overall however.

As can be seen in Figure 1, 14% - which equates to five people - responded who are full-time legacy fundraisers. It is likely they comprise almost all of the full-time legacy fundraisers in Ireland. The biggest cohort of respondents with a legacy role - 41% - allocated less than one day per week to legacy.

Note: The Legacy Insights research consortium 2022 report suggests also that those with a focussed approach and staff allocated have a higher percentage of previous donors supporting them with a legacy gift.

Figure 1 – Where Does Legacy Sit as a Role

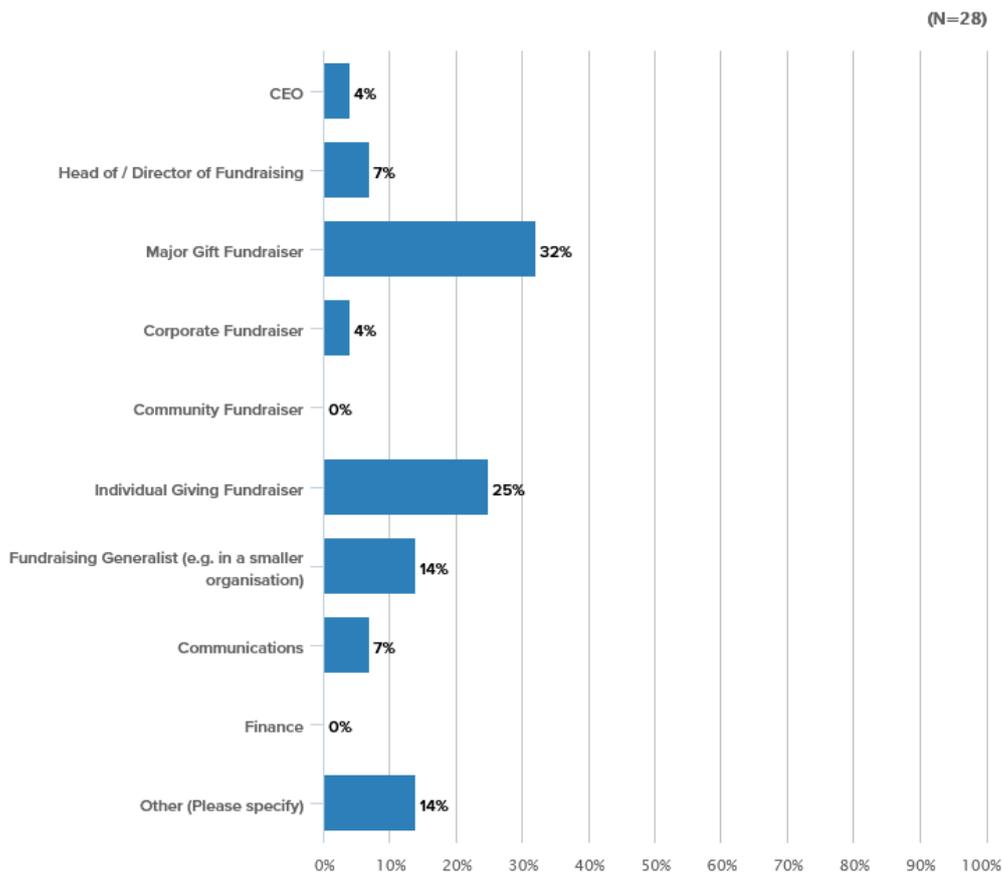


Where does Legacy Sit if not a Full-time Role?

Where legacy is part of a role, it is most likely to be part of a major gift fundraiser (32%) or individual giving (25%) role. While it can work in either, Campaign Solutions would generally recommend it be part of an individual giving role as legacy as an option needs to be promoted to the broad base of a charity's supporters.

The key for any person with legacy responsibility is that they are both a doer of legacy work and ensure that others in the organisation also introduce the topic when and where appropriate.

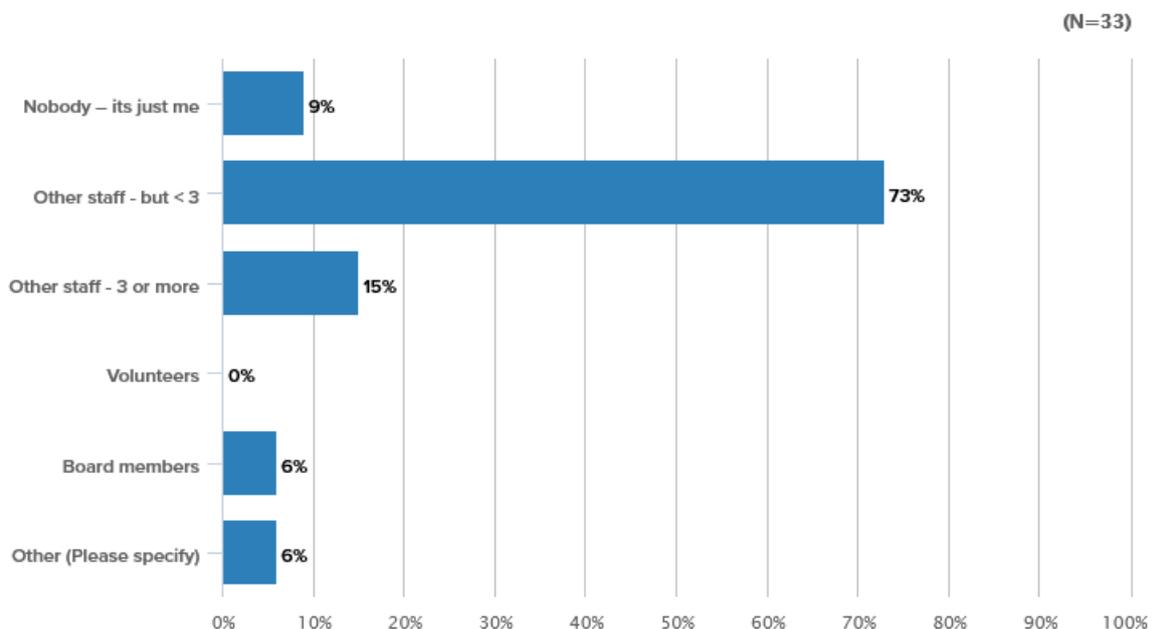
Figure 2 - Where Does Legacy Sit as Part of another Role?



Legacy Engagement with Others Internally

When people internally can comfortably discuss legacy, then having conversations with donors and supporters is far easier and legacy plans can be properly actioned.

Figure 3 – How many others do you engage with closely regarding legacy?



As can be seen in Figure 3 above, there is engagement on the topic but with a relatively small number of people – and its almost exclusively with fellow staff members. Board engagement is minimal - but is essential if boards are to better understand legacy and therefore allocate additional resources to it.

“Show the potential income (at least at well-known charities) to the leadership team and board.”

“More case studies available as to the transformation that some charities have had as a result of Legacy”

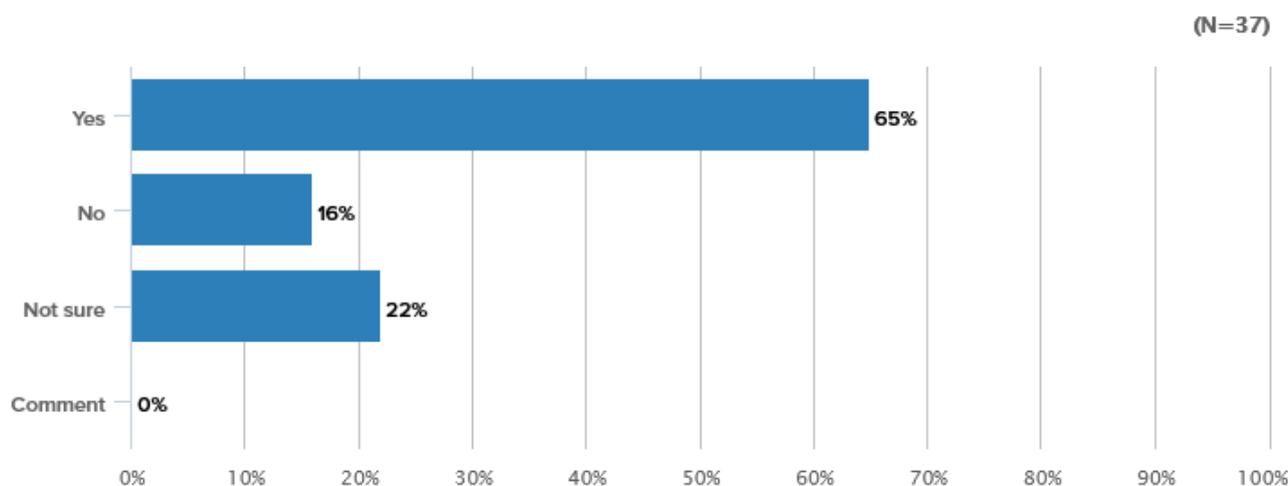
Allocating More Staff Time

"The best time to start a Legacy Fundraising Campaign is ten years ago, second best is now!" While Figure 4 is not looking at campaigns specifically, two thirds of respondents believe their charity needs to allocate more staff time to legacy. Excluding the 'not sures', this increases to almost 80%.

“In our charity it’s a time issue - we are time poor for all the work we feel we need to undertake.”

“Show stats around the difference having a dedicated legacy fundraiser makes to this income stream.”

Figure 4: Should Charities Allocate More Time to Legacy



What can be Done to Help Make Legacy a Higher Priority in Charities?

This was an open-ended question. There were a lot of great answers, many of which are included below and some in previous sections:

Research and data that make the case for this income stream to be developed internally.

Educating senior leadership and boards on the long-term importance. Legacies will be part of Individual Giving.

Talk about the benefits of unrestricted funding.

PR to raise profile nationally.

A clearer understanding of how legacy fundraising works.

Potentially an understanding of where legacy donors come from. Are they still mainly cash?

Show/teach how a good legacy strategy should be and get buy in from all concerned.

Investment in promotions and materials. Including a Legacy KPI for fundraising staff.

My Legacy to continue to recruit charities and grow My Legacy Month. More awareness around will writing also.

it's easier to prioritise once you've had success, so perhaps investment of time/money.

Introduce the concept to members as well as donors.

Have access to a strategy template as to how charities can access legacy funding more easily.

Policies to encourage or incentivise individuals to leave legacies. Better resourcing. More research.



Conclusions

In short, a key focus is to develop the language, tools, data and confidence to better promote legacy and its potential internally. Those who do, are more confident and engage better publicly on the topic. With just 1 in 20 people leaving charitable bequests currently, significant inter-generational wealth transfers already underway and changing demographics (that are positive for legacy) there is a very significant opportunity ahead for Irish charities who are proactive!

This research and more was presented as part of a My Legacy 'Lunch n Learn' in December 2022.

Further legacy information and legacy reports are available from www.campaignsolutions.ie