

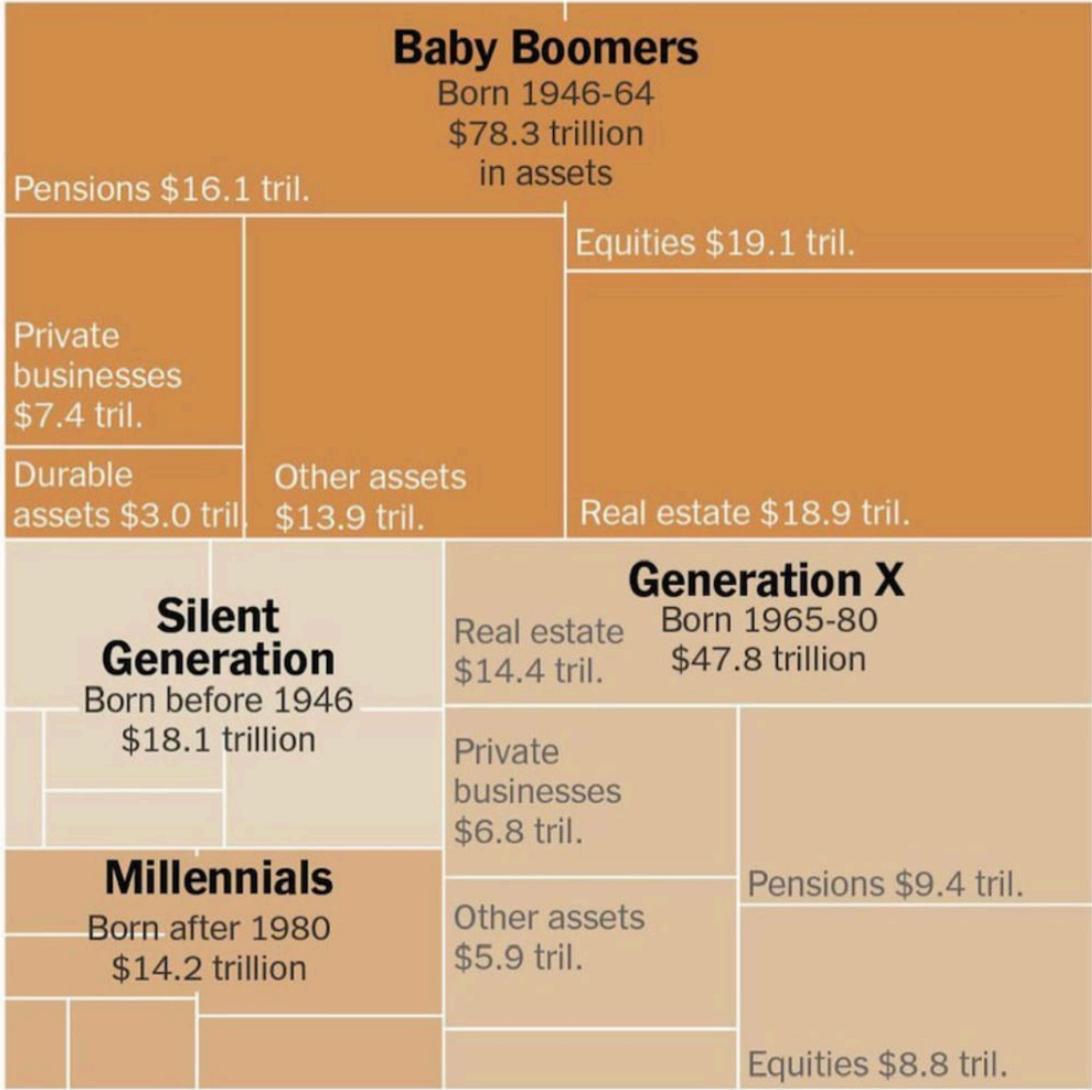


Making Sure The Great Wealth Transfer Doesn't Pass Us By

Development Day, June 4, 2025




Baby Boomers Hold Half of the Nation's \$140 Trillion in Wealth





The Great Wealth Transfer




- About 1/7 of the massive wealth held by our two oldest generations will be transferred for philanthropic purposes, most of it in the next 15 years.
 - That's \$13.8 trillion.
 - We've never seen the likes of it and no one here today, no matter how young, will see anything close to it again in their lifetimes.
 - It's an unparalleled, unprecedented window of opportunity – one that a good portion of the nonprofit world is going to squander.
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The Great Wealth Transfer




- It's already underway
 - Estate gifts are forming a larger portion of campaign totals and annual fundraising total
 - In many cases, the receipt of large estate gifts is masking a more disturbing trend – the steady shrinkage of our donor bases
 - The result of years of “dollars up, donors down” and our general contentment of complacency with that sad reality
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The Great Wealth Transfer




- It will pass us by if we just wait for it
 - The GWT is not a tide that wash over all our shores; it will seek selective coves and inlets
 - Those organizations that has the largest cohorts of 20 year+ donors
 - Those that have shown those 20 year+ donors how to transfer their values through their organizations and proven those organizations with preserve their intentions.
 - Those that have projected purpose that are more relevant to the future than to the past
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The Great Wealth Transfer




- **The GWT will not favor those that:**
 - Plead without defining where differences have and could be made
 - Under-invest in philanthropic partnership building
 - Rely on pep rally fundraising
 - Fixate on short-term, transactional results
 - Place more emphasis on dollars raised than donors retained
 - Keep hoping donors will give rather than giving donors hope
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The Great Wealth Transfer




- **The GWT will not favor those that:**
 - Fail to address the trust issue.
According to Morning Consult, Baby boomers' instinctive trust in nonprofits is down 4 points year over year. The decline is attributable to that generation's feeling unheard and unrepresented by unaccountable nonprofits.
 - By lecturing these generations about what they **SHOULD** do. There's no should in fundraising. It's just bad strategy. We're in the business of showing people what **COULD** be done with their money and how it aligns with what their lives and careers taught them.
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The Great Wealth Transfer



- **The GWT will not favor those that:**
 - Stereotype the wealthy and then treating the stereotype we have created with contempt. Smart. People have basically two choices – bequeath their wealth to their family (or interpersonally) or allocate it for philanthropic purposes. Why are we faulting anyone willing to pass on any portion of their wealth for any legitimate philanthropic purpose?
 - If we want to kvetch at anyone, direct it to the non-philanthropic. Philanthropy is a redemptive force, one that leaves its door open to anyone to give right up to their dying day.
 - By grouching about what we find inconvenient, like DAFs. That trend, and the expenditure rate from those vehicles is overwhelmingly positive.
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The Great Wealth Transfer

- **The GWT will favor those that:**
 - Listen best
 - Care most
 - Adapt most readily
 - Remain obsessed with mission delivery
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The Great Wealth Transfer

- What we can do to optimize our potential to benefit from this singular phenomenon
 - Pay more attention to long-term relationships, irrespective of amount
 - Recognize and reward loyalty, “the only giving society that matters”
 - Treat current legacy society members as ongoing investors, increasingly important insiders
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The Great Wealth Transfer




- What we can do to optimize our potential to benefit from this singular phenomenon
 - Develop deep listening skills
 - Build more complete donor biographies
 - Let donors tell their story into your organization
 - Prepare obits, if not eulogies
 - Offer ceremonies to commemorate those we have lost
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The Ultimate Donor Record



- Facilitating Estate Giving During the Great Wealth Transfer
 - Their animating force
 - The cause that became most personal
 - The early life anecdote that reveals their essence
 - Where they found their greatest joy, greatest sorrow, greatest disappointment
 - Who provided the greatest guidance
 - What teachings stood the test of time
 - What is most important to pass on
 - What most concerns them
 - What gives them the most hope
 - What words do they come back to most often
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The Great Wealth Transfer

- The greatest honor of my career
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The Great Wealth Transfer

Thank You

Questions

Comments

