

Nejeed Kassam

The Great Transfer of Wealth

WHAT IT IS AND HOW YOU CAN PREPARE

Presented by:



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Session Outline

- What is the Great Wealth Transfer?
- The Transfer's Beneficiaries
- How to Prepare for the Transfer
 - Invest in Youth
 - Make Connections With the Family
 - Don't Forget About Planned Giving
- Questions & Answers

Learning Outcomes

01

The data and trends behind the great wealth transfer

02

Strategies to prepare for the transfer

03

How to cultivate better relationships with young donors

04

The tools you need to succeed

We Love You Baby Boomers

Sorry Gen Xers

We are not rooting for or gamifying the death of the Baby Boomer generation. We need to build on their work by thinking about their hand-off of assets and planning accordingly. Once again, Gen Xers will be completely ignored during this presentation.

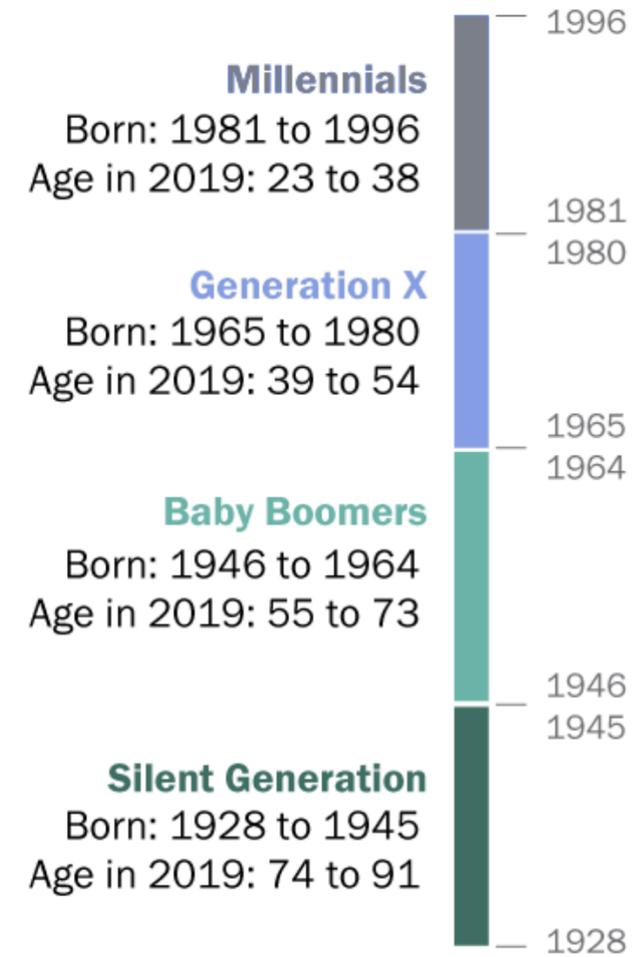
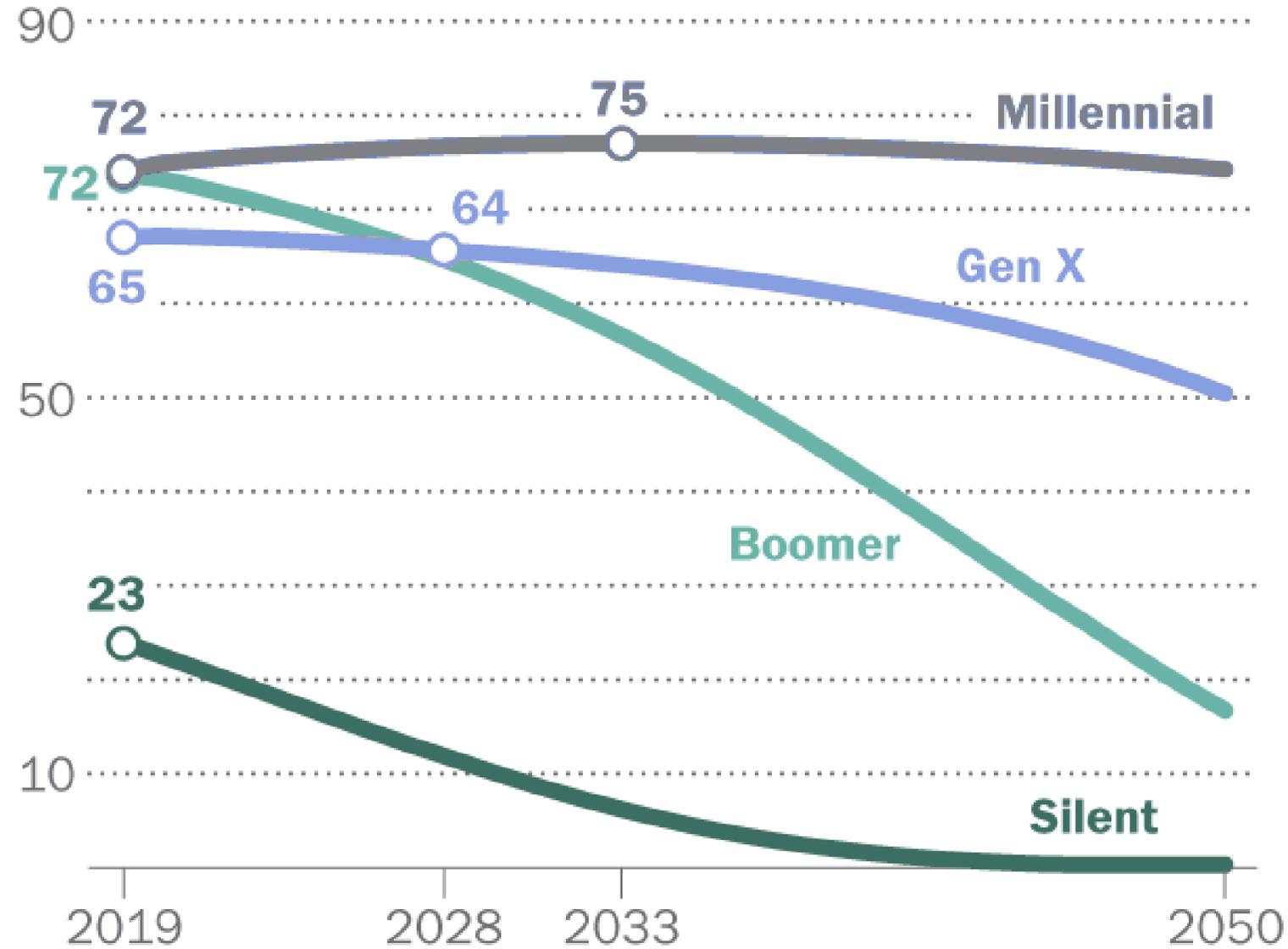


Section 1

**What is the great
wealth transfer?**

**By 2061, \$58 trillion will
transfer from one generation
to the next**

Projected Population by Generation (in millions)

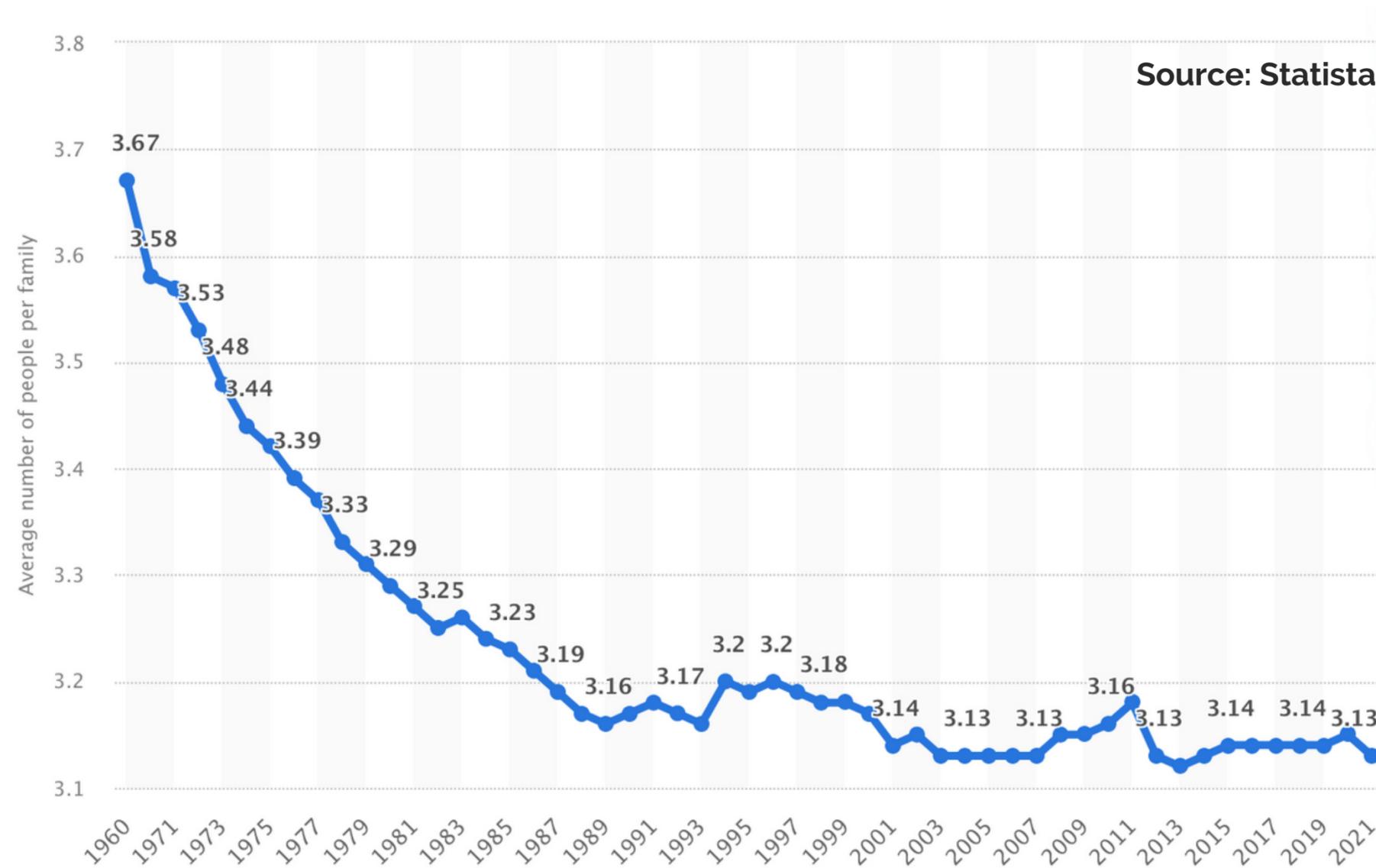


Source: Pew Research Centre

Section 2

**Who are the
beneficiaries?**

Average number of people per family in the United States from 1960 to 2021



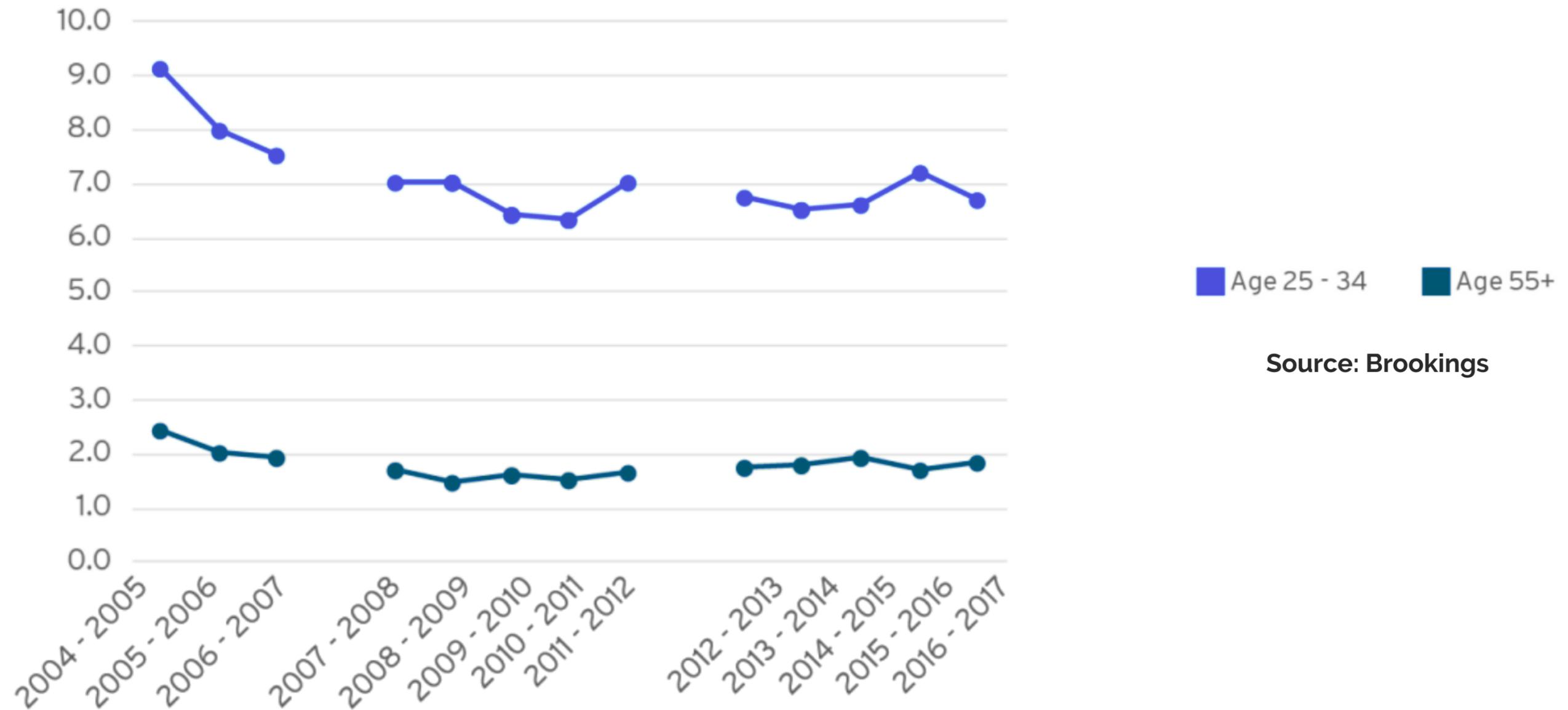


It's likely that the average baby boomer parents will be passing their wealth down to **fewer than two children.**

This means that many nonprofits will be competing over fewer donors and will likely be reliant on a smaller pool of major donors, **each with larger capacities**



Migration rates for young people and seniors

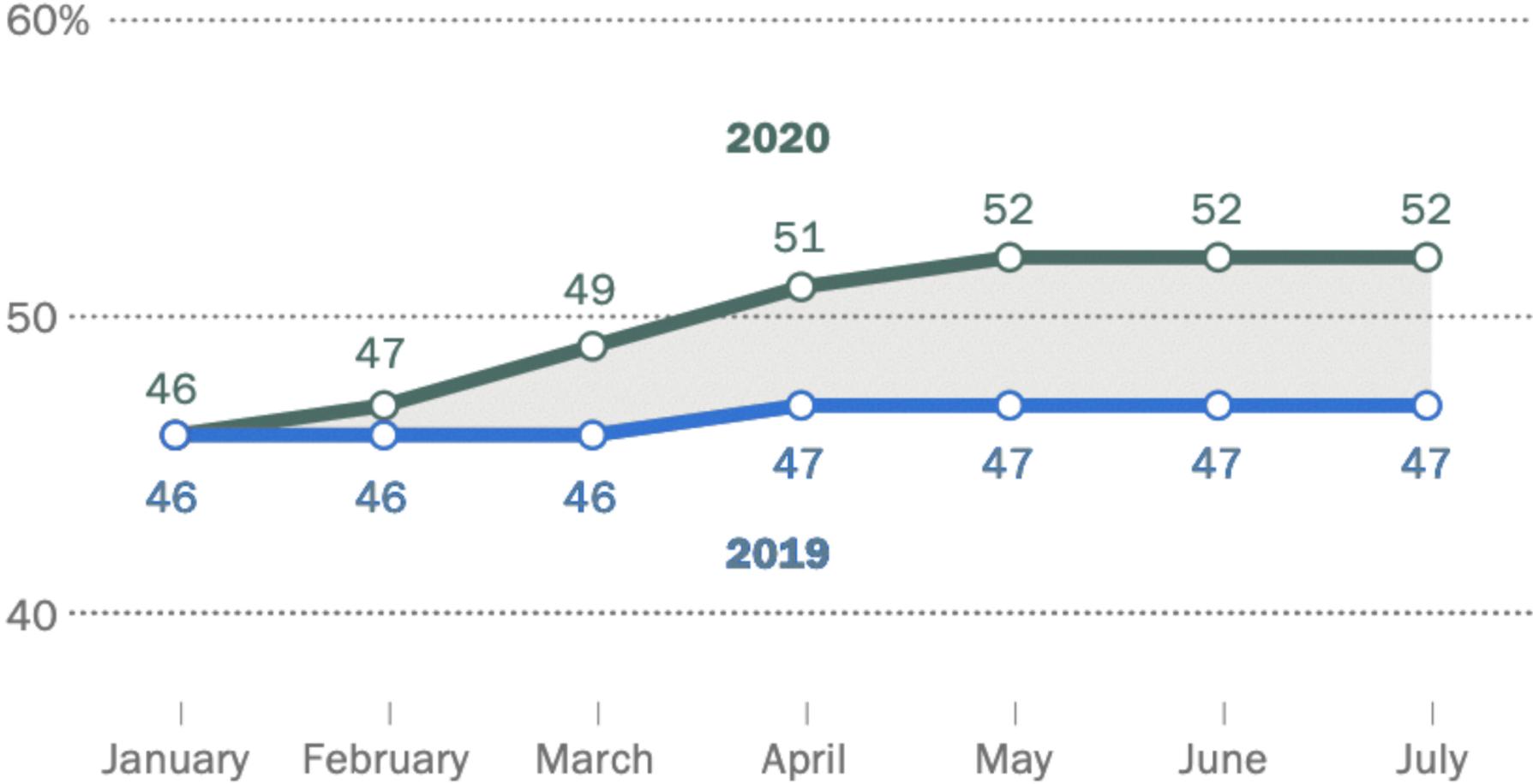


Source: Brookings

**52% of people aged 18 to
29 were at home with their
folks in 2020**

COVID-19 disruptions associated with a large increase in the share of young adults living with parent(s)

% of 18- to 29-year-olds in U.S. living with a parent Source: Pew Research Center



**Be aware of the other
wealth transfer**



Average Life Expectancy

Women

75.9

Men

70.8

Section 3

How to prepare for the transfer

How to Prepare for the Wealth Transfer

01

Invest in youth/
young people

How to Prepare for the Wealth Transfer

01

Invest in youth/
young people

02

Make connections
with the family

How to Prepare for the Wealth Transfer

01

Invest in youth/
young people

02

Make connections
with the family

03

Don't forget about
planned giving



01. Invest in Youth

Young Donor Characteristics

Millennials. . .

- Are largely **influenced by peers**
- **Care about social issues** rather than institutions
- Believe in the **power of activism**
- Believe in using a **collective voice**

Young people are 46% more likely to donate if a co-worker does and 65% more likely to volunteer if a co-worker does

**90% of millennials are
motivated to give because of
compelling missions VS a
specific organization**

Ukraine Example

Booking Airbnbs

The recent social media movement urges people to book an Airbnb as close to a check-in date as possible to ensure local hosts receive quick financial support.



Ways to Invest in Youth

01

Youth Councils

02

Peer-to-Peer

03

Monthly Giving



Youth Council

What is Youth Council?

Inserting the youth voice into organizational **decision-making** and community **development**.



Youth Council Best Practices

01

Establish objectives

Youth Council Best Practices

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Establish objectives

02

Set SMART goals

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Sign annual agreements
of expectations

Youth Council Best Practices

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Define aging-out terms

Peer-to-Peer

What is Peer-to-Peer?

Allows young donors to **collectively affect change** and directly adopt or start a campaign of their own,



Peer-to-Peer Best Practices

01

Assign a P2P
Manager

Peer-to-Peer Best Practices

01

Assign a P2P
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02

Make sure your
CRM has P2P

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Get fundraisers
engaged early

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Align values and
provide resources

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Align values and
provide resources

05

Don't forget to
follow ups

Monthly Giving

60% of millennials are interested in monthly giving



**45% of millennials have
already given online**

Monthly Giving Best Practices

01

Segment based on giving patterns

Monthly Giving Best Practices

01

Segment based on giving patterns

02

Pick up the phone

Monthly Giving Best Practices

01

Segment based on giving patterns

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Pick up the phone

03

Use targeted email appeals

Monthly Giving Best Practices

01

Segment based on giving patterns

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Use targeted email appeals

04

Use mobile-responsive forms

**Mobile visitors account for 50%
of web traffic, 35% of digital
transactions, and 25% of digital
revenue for nonprofits.**

02. Make Connections with the Family



**Invest 80% of your
time into your top 20%
of donors**

Making Connections Best Practices

01

Encourage the families
to come along

Making Connections Best Practices

01

Encourage the families
to come along

02

Perform “family”
recognition

Making Connections Best Practices

01 Encourage the families to come along

02 Perform “family” recognition

03 Offer youth leadership opportunities

Making Connections Best Practices

01 Encourage the families to come along

02 Perform “family” recognition

03 Offer youth leadership opportunities

04 Don't be too pushy

Let's not forget about family foundations

Received a grant?

Think about **investing more resources** in connecting with the **foundation's members**.



Family Foundations Best Practices

- 01 Do your homework

Family Foundations Best Practices

01

Do your homework

02

Make a phone call

Family Foundations Best Practices

01 Do your homework

02 Make a phone call

03 Practice foundation
stewardship

Family Foundations Best Practices

01

Do your homework

02

Make a phone call

03

Practice foundation
stewardship

04

Skip the background info

03. Planned Giving: Don't Just Wait for the Transfer



\$6.3 trillion of the wealth transfer is projected to reach charities as bequests

Who to Prioritize

5 Key Indicators of a Legacy Donor:

- Donor Loyalty: **>10 Years**
- Age: **>40**
- Parental Status: **No Kids**
- Marital Status: **Single, Never Married**
- Pet Ownership: **Yes Please**



**50% of legacy donors give
to their organization for more
than 20 years before leaving
behind a planned gift**

**Donors age 44 and older represent
more than 75% of all wills and
more than 80% of the total value
of all charitable bequests made**

50% of donors age 50 and over
with no children had charitable
estate plans. Among similar donors
with children, only **17%** had
philanthropic plans

**Planned gifts from single,
never married donors are
about **13%** larger than
married donors**

**Pet owners are about 70%
more likely to give than non
pet owners**

Planned Giving Best Practices



01

Segment your
database



02

Share
resources

FREEWILL 

For individuals

For nonprofits

For lawyers

About us

Log in

Get Started

Get peace of mind

It takes less than 20 minutes to write or update your legal will, for free.

Make my will

If you live in California, we also offer a [free Revocable Living Trust!](#)



03

Don't mention
death specifically



04

Establish a meaningful
relationship



Summary

Let's Recap

Three main beneficiaries of the transfer

01

Boomers

02

Nonprofits

03

The Taxman

Three strategies to prepare

01

Invest in youth

02

Engage major donor
families

03

Optimize your planned
giving strategy

Q&A Session

Questions and Answers

**Thank you for
joining us today!**

Nejeed Kassam