

# Get smart, fast.

## The 10 most important things to know about planned giving

New to planned giving? We can't make you an expert in the next four minutes, but these facts will get you halfway there in no time at all.

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1. In the next two decades, Baby Boomers will leave behind \$35 trillion in assets. This is the largest wealth transfer in human history and may be **the biggest opportunity for philanthropy in the history of the world.**
2. Planned giving generated **\$40 billion for nonprofits** in 2017 – an amount **expected to double** in the next decade based on changing demographics.
3. Nonprofits who do it well generate up to **one-third of their revenue through planned giving.**
4. The most common type of planned gifts are “bequests”, which are gifts through a will or trust. **More than 85% of planned gifts are bequests**, which is where FreeWill focuses. Other types of planned gifts include IRA designations, life insurance gifts, charitable lead trusts, and more.
5. One of the biggest barriers to more planned giving is that many people don't have any estate planning at all. **Fewer than 50% of baby boomers have a will.** Fewer than 40% of parents have one. (This isn't good, for a whole bunch of reasons.)
6. The top reason people haven't made a will (47%) is **“I haven't gotten around to it.”**
7. Making it easy to make a will and asking for a gift in the right way **increases planned giving by 600%.**
8. People who leave bequests **increase their annual giving by an average of 75%** in subsequent years.
9. All of your supporters have the potential to make planned gifts! Research shows that your most loyal donors, especially females without children, are the more likely prospects. But organizations also frequently get gifts from people who have never donated before, which is why reaching out to donors outside typical planned giving prospects is important.
10. **Bequests are up to 1,000 times larger than a typical donation.** The average bequest on FreeWill is \$69,000, often from middle-class donors.

That's it – welcome to the amazing world of planned giving! We hope you feel smarter already, and we're so excited to help you make the most of it.