

# **Close Annuities Faster and More Efficiently with Help from Covenant Calls' Gift Annuity Calling Program**

## **Why Annuities? Why Now?**

With the stock market in freefall and interest rates poised for a cut, many individuals, particularly those already in retirement and living on fixed incomes, are looking for greater financial security.

The fixed guaranteed income stream offered by charitable gift annuities meets this financial need of donors while also allowing most of them to make a larger gift to their favorite charity than they could have made otherwise.

Almost all charities with gift annuity programs have a list of suspects: individuals who requested information, either on annuities or on life income gifts in general, but who then failed to respond to the charity's proposals, indicated it wasn't the right time, or had other reasons to procrastinate.

Right now, you have an opportunity to re-engage with those suspects, update them on their current benefits, and frame the call as an example of how gift annuities can be a win-win for both donors and charities, especially in these turbulent financial times.

## **What's in it for YOU?**

When you use our calling program...

- You free your gift planning staff to focus only on the most promising prospects, and...
- You achieve closure on lists that, frankly, for most charities, lie in limbo for months, often years.

Bottom line? More completed gifts – faster and more efficiently!

## **How Our Calling Program Works**

The Gift Annuity Calling Program is a customized, high-touch approach that speaks directly to your suspects, teases out the best prospects from the suspect universe, and “re-animates” the relationship for you. This powerful connection gives you the information you need to take your prospects to closure – and increase your annuity gifts.

- First, Covenant Calls works with you to tailor our talking points to your organization's culture and donor expectations.

- Then, using your list of “open” suspects, our donor relationship managers, who are trained in communicating the benefits of gift annuities, will contact each suspect to determine whether that individual would welcome an updated gift annuity illustration of benefits based on his/her personal circumstances.
- From those suspects who express an interest in updated proposals, we’ll also gather useful information on any major life changes and/or interests that will help your staff begin to move the relationship from “suspect” to “prospect.”
- All that information will be communicated to you via e-mail.
- You can produce and mail the illustration or have us handle that for you.
- We will document and send the notes of each conversation. Therefore, even if a donor chooses not to receive an illustration, you will obtain useful feedback from the call.

## **Recent Results**

A national organization asked us to help them discover prospects for gift annuities in these financially difficult times. We called about 400 donors that had received a gift annuity illustration sometime during the past 48 months. Over the course of the calls, we had 128 conversations with donors. We signed up 25 donors for new gift annuity proposals that illustrated over \$2.5 million in gifts. We were able to do this for our client more quickly and cost effectively than they could have done it themselves.

## **Why choose Covenant Calls?**

Covenant Calls is unique in the marketplace because of the background and experience of Jay Steenhuisen. Jay has more than 20 years of gift planning experience. Jay speaks regularly at fundraising conferences and is widely published. He has worked with The Nature Conservancy, the American Cancer Society, AARP, UNICEF, NPR and the National Trust for Historic Preservation on all aspects of gift planning, including phone cultivation.

The Gift Annuity Calling Program uses highly trained donor relationship managers for our telephone screening and cultivation programs. What we do is **not** telemarketing. We do not use a predictive dialer. The line-to-caller ratio is one-to-one, meaning no dead air, no abandoned calls – no pause when the donor answers. A conversation lasts as long as it lasts. Our relationship managers connect with donors and cultivate relationships through meaningful dialogue.

For more information about Covenant Calls’ Annuity Calling (or its Major Donor Cultivation or Bequest Qualification Programs), contact Jay Steenhuisen at 508.336.4544 or [Jay@covenantcalls.com](mailto:Jay@covenantcalls.com).