



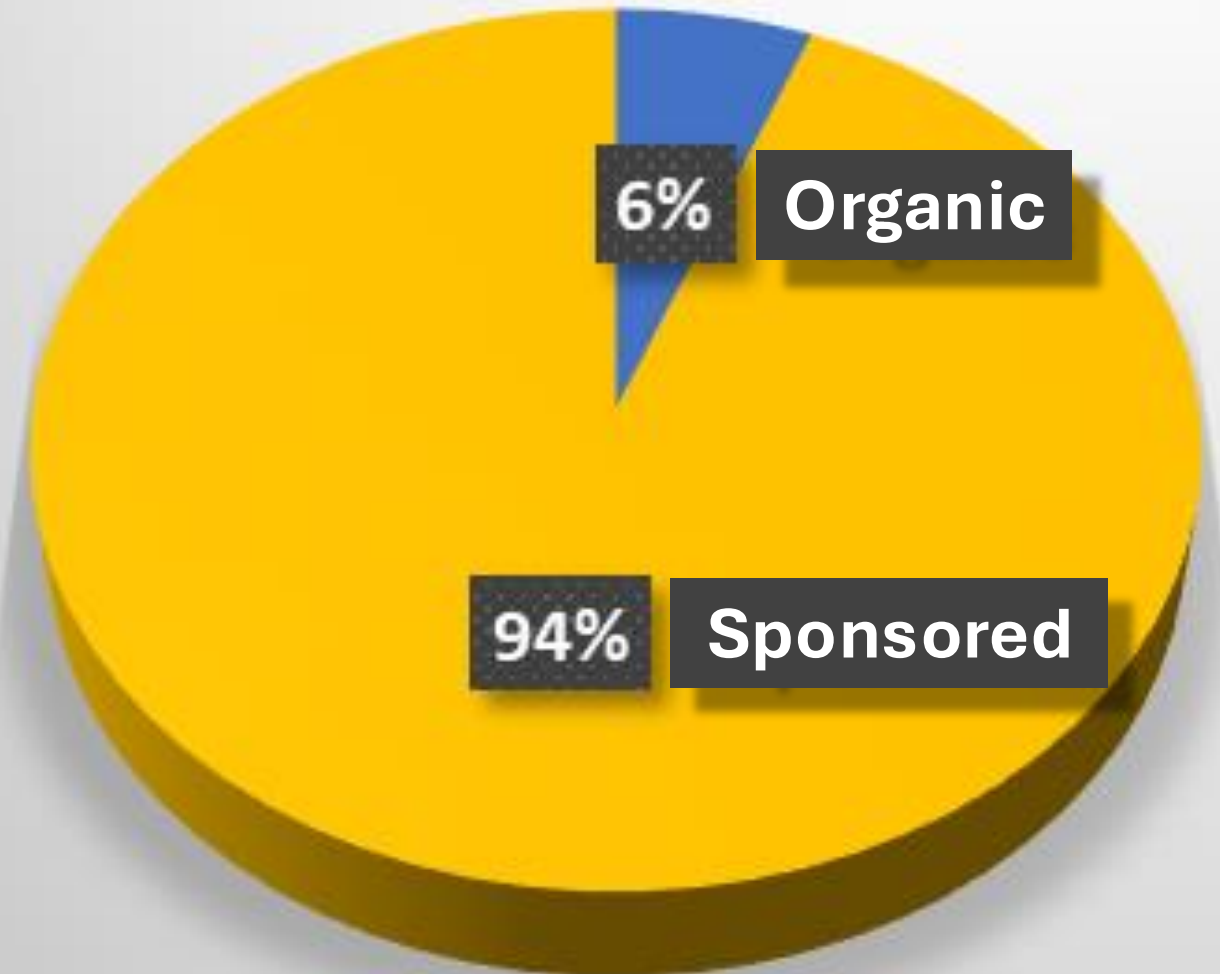
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Make your mark

Social Media and Website  
**2024 Analytics**

# LinkedIn

- **421,358 impressions**
- 710 page views
- 356 unique visitors
- 1,012 reactions
- 77 comments
- 37 reposts

Where impressions  
come from:



## Follower Demographics

# LinkedIn Followers

- **1,292** followers
- **221** new followers in 2024
- **24** followers in the Legal sector



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Business Development · 252 (19.5%)

Community and Social Services · 250 (19.3%)

Marketing · 88 (6.8%)

Operations · 69 (5.3%)

Media and Communication · 63 (4.9%)

Sales · 57 (4.4%)

Program and Project Management · 32 (2.5%)

Finance · 31 (2.4%)

Education · 26 (2%)

Human Resources · 25 (1.9%)

**LinkedIn**  
impact of  
sponsored  
posts



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Metrics

Impressions ▾

**IAC Week  
sponsored posts**



✓	— Organic	34,306
✓	- - - Sponsored	387,500



# Facebook

Reach 442,047

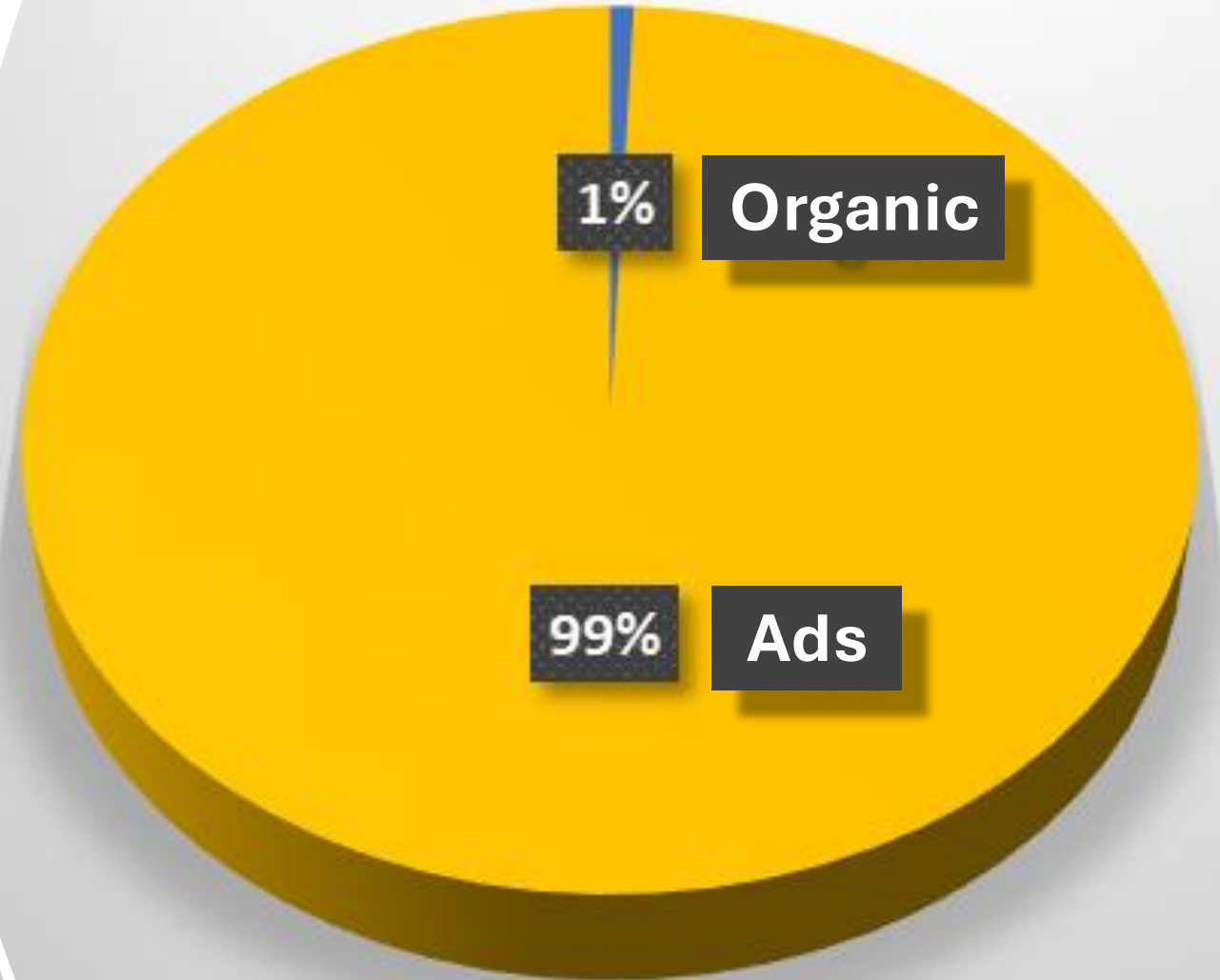
Visits 2,568

Content interactions 190

Page likes 1,269

Link clicks 8,388

## Reach breakdown

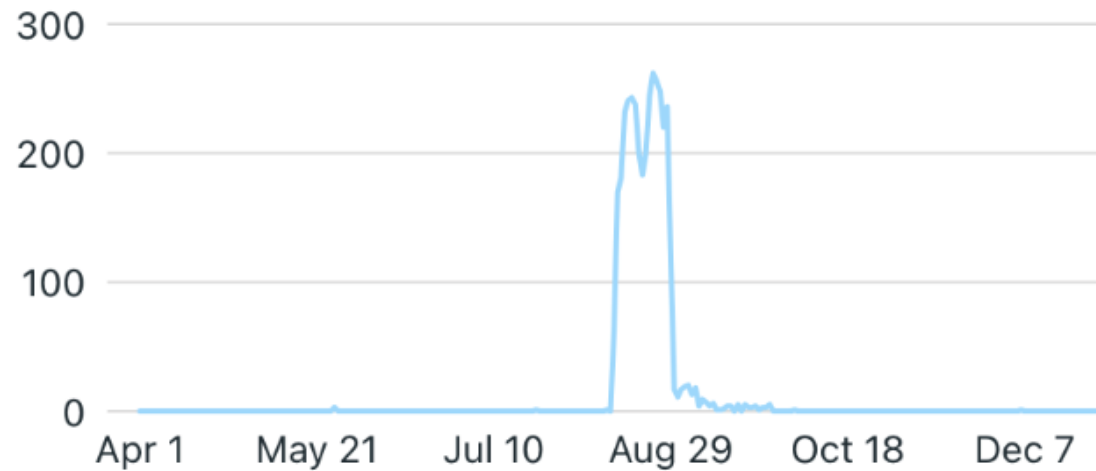




# Impact of Facebook ads

IAC Week  
sponsored posts

3.7K

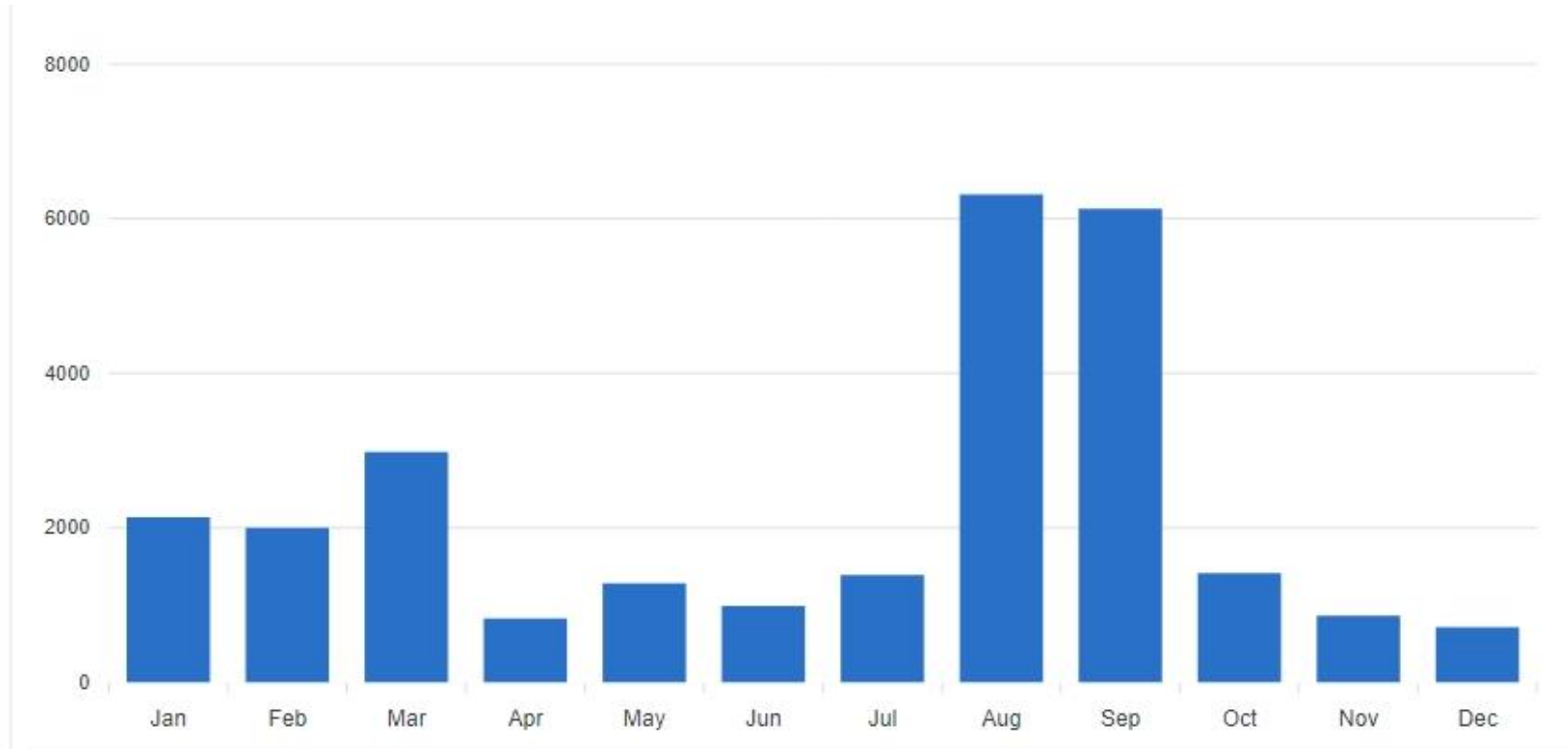


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# IAC Website — 2024


2024 total users  
**23.797K**







Average engagement time  
**2m 1s**




# IAC Website — Demographics

Our visitors came from **10** different countries.




You Top 5 Countries 		Visitors
1.	 Australia	17,165
2.	 United States	3,365
3.	 New Zealand	335
4.	 India	226
5.	 China	202





# IAC Website – 2024 Statistics

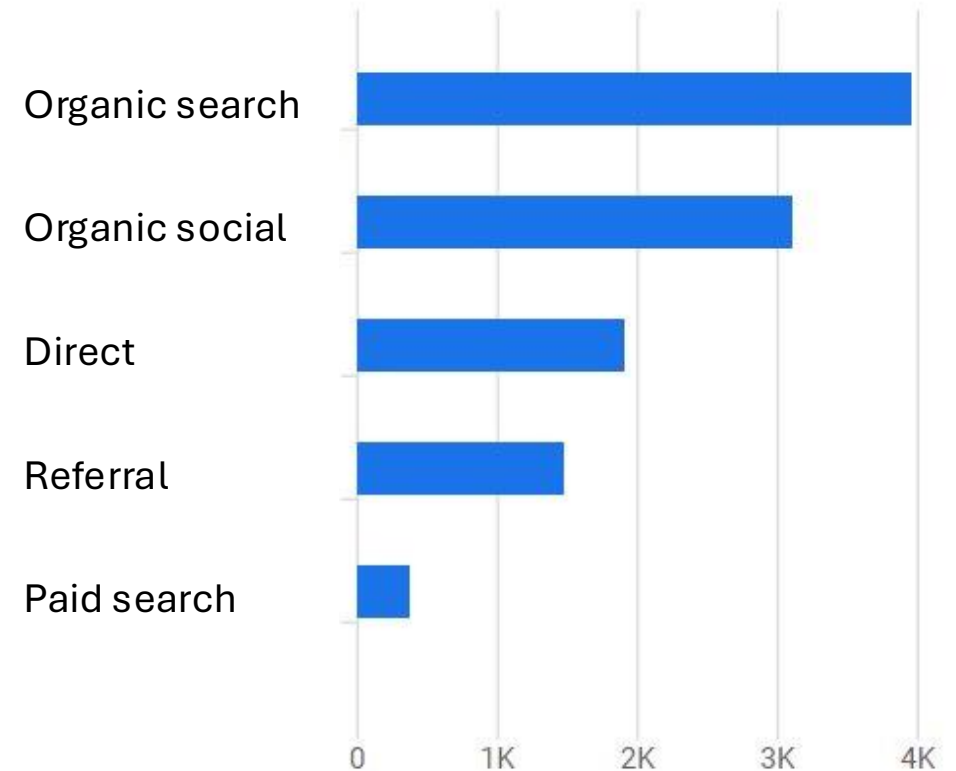
## Most viewed pages

Your Top 5 Pages 	Pageviews
1. (not set)	41,487
2. Home - Include a Charity in your Will	6,121
3. Include a Charity Week will Guide 2024 - Include A Charity	4,095
4. Find a Charity - Include a Charity in your Will	2,263
5. Include a Charity Week - Include a Charity in your Will	2,213



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## User source



# Event attendees

We put on

**17 events**

Training Days (4)

**259 attendees**

One Day Conference

**240 attendees**

And sent out

**50 IAC Loops**

Webinars (7)

**469 attendees**

IAC Week & Roadshow

**341 attendees**





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Campaign Strategy  
**2025**

## In 2025 we will boost and prioritise:

- Government Policy & Advocacy - to advocate for operational and legislative change with government to support the sector operationally and develop pathways to ease bequest fundraising in Australia.
- Legal Legends Campaign - to encourage and train estate planning professionals and wealth advisors to reference gifts in Wills during the will-writing phase and in public forums to grow and support campaign objectives.

## In 2025 we will strengthen:

- PR and Marketing: To increase public awareness of gifts in Wills and drive growth in bequest giving in Australia, sway government policy and influence the legal/financial advisor body.
- Research and Partnerships: Enhance knowledge, analysis and understanding of the bequest market to develop new strategies to grow the market in Australia and support advocacy and policy changes in government ministries.
- Member Support: To further develop the knowledge, experience and skills of the gifts in wills fundraising sector in Australia through enhanced training and networking. To ensure best practice and promotion of member bequest programs and the goals of the IAC campaign.



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# Legal Legends Expansion

**Adapting the current Legal Legends brochure** with more of a call to action directly to solicitors.

**Establishing and widening the audience** to include trustees, wealth advisors, local lawyers, and larger firms with marketing teams and business managers.

**Raise IAC presence at more legal conferences and events** such as Law Society Conferences.

**Membership** of legal organisations – such as CLANZ.

**Training module for solicitors** to help them discuss philanthropy with their clients, potentially online courses or in-person webinars, via the IAC Taskforce.

**Increase publicity and social media expansion** directly to this target audience through articles in legal journals and social media targeting.

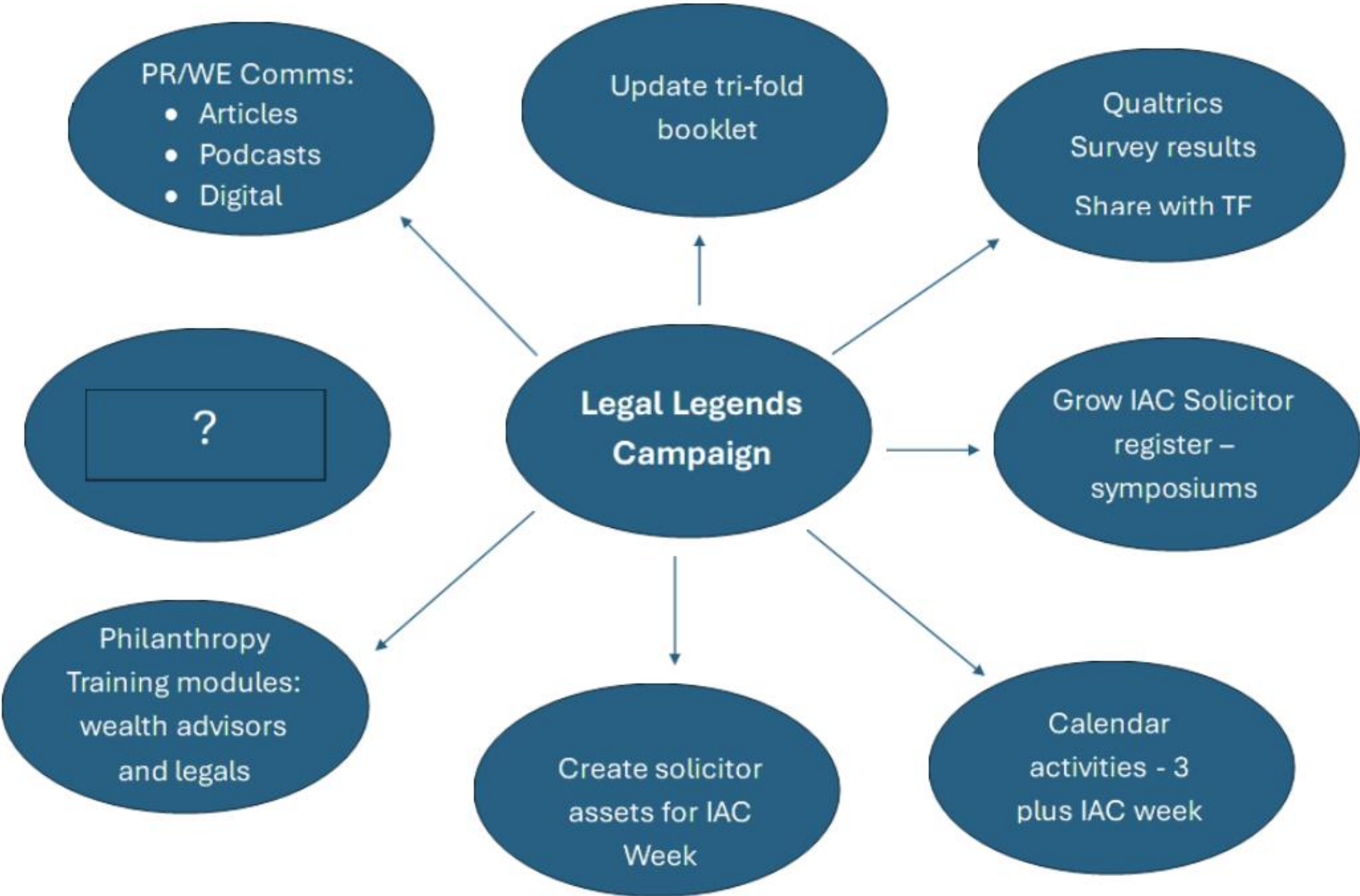
**Using our solicitor register and PR** to drive a wider campaign to solicitors/wealth advisors.

**Develop impact stories** and assets to direct to solicitors, similarly to donor case studies, with a booklet containing images and heartfelt stories.



# Legal Legends

## Strategy rollout



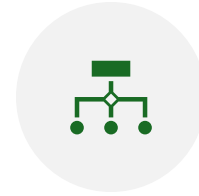
# Government Advocacy



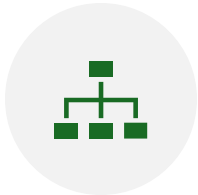
**Working with Philanthropy Australia** and the Taskforce to increase government lobbying for change – e.g. superannuation, probate reform.



**Utilise the IAC Taskforce and Advisory Committee** to develop and adapt policy proposals to government ministries and other professional influencers.



**Register** as lobbyist.



**Work with FIA Policy and Regulatory** team to combine efforts.



**Collaborate** with international consortiums and legacy campaign leaders to inform and improve Australian gifts in Wills fundraising



**Utilising research** for more submissions and lobbying to politicians and PR activities.



**Event in Canberra** to influence politicians directly.



**Establishing channels** for exposure to Attorney General's and other judicial bodies for probate reform and superannuation lobbying.



# Member Support



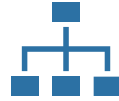
Delivering training days, events and webinars (with partner organisations), adding in bespoke discussion forums (Over to You), networking events and activities.



State-based communications and regional PR through members.



Tailoring media releases for Include a Charity week for local connections.



Creating a case for support document/slide deck for members to take to management.



Creating a forecasting document and running training on it.



Advisory Committee members offering personal support.



Coffee catchups and visits to members when possible.

Clearer outcomes for webinars with key takeaways.

Expanding IAC toolkit on the member portal with welcome videos, downloadable logos, etc. Reference toolkit and its use at webinar.

Supporting different audience segments in the membership – small, medium and large NFPs





# Member Support

## **Include a Charity Week Roadshow**

Look into locations and venues early  
Maximise the theme and respond to member survey input

Emphasise specific usage of assets during the IAC Week overview webinar  
Bring back the downloadable booklet in the assets.

## **Include a Charity Conference**

Improved pre-information  
Clearer direction during lunch breakout sessions  
Focus on causes, purpose and theme for the breakout over lunch led by Advisory Committee and Taskforce members



# 2025 Calendar



## January

- **9th:** IAC Benchmarking Launch
- **20th:** Kick-Off Webinar: Deep Dive: *Member Survey & Strategy 2025*



## February

- **19th - 21st:** FIA Conference
- **25th: Special event:** Research launch - *Bequests Promised v Bequests Realised*

## March

- **11-14th: Charity Korea Delegation Visit**
- **25th:** Training Day: *This is Me: DEI & Cultural Awareness in Gifts in Wills fundraising*

## April

- **10th:** IAC/Bequest Assist: *Where There's a Will Series: Clean Cut: Navigating Commissions*
- **29th:** IAC Exchange - *Over to You: SIGs revisited*

## May

**15th:**  
**Include a Charity One-Day Conference**  
*Green Lights in Gifts in Wills*

## June

- **11th:** IAC Week Overview Webinar
- **30th: Membership Renewal deadline**



## July

**10th:**  
**Legacy Event Canberra**  
**16th:** IAC, The Benchmarking Project & More Strategic webinar



## August

- **7th:** Training Day - *A Class of its Own: Building Gifts in Wills Sub-brands*
- **19th:** IAC/Bequest Assist: *Where There's a Will Series: In for the Long Haul: Life estates*

## September

**1st - 7th: Include a Charity Week!**  
**1st - 9th:** Roadshow (NSW, VIC, QLD, WA)

## October

- **14th:** IAC/Bequest Assist: *Where There's a Will Series: Asset Rich: Beyond the Cash*
- **23rd:** Training Day: *On Trust: Mechanisms and Meaning*

## November

- **6th:** IAC Week Show & Tell
- **20th:** IAC/Bequest Assist: *Where There's a Will Series In the Know - A Managers and Finance Special*

## December

- **9th:** IAC Exchange Webinar: *Over to You: SIGs revisited*
- Christmas Networking Events



# Marketing and Communication



- Increasing marketing activity through PR channels, organic social media posts, and stories to drive more traffic to the Include a Charity webpages.
- Explore additional radio promotion advertising costs
- Drive traffic to IAC member web pages - landing pages and paid posts.
- Encourage all members to repost our messages and social media posts to increase reach
- Create content and storylines based on our research, task force activity, and government advocacy to share through WE Communications
- Blogs on impact of GiWs to charities
- Intergenerational imagery and case studies targeting middle-aged audiences
- TV advertising – Member Survey



# Research



Legacy Futures exploring stewardship of high-net-worth individuals



Campaign Effectiveness Report panels late 2025



Benchmarking with More Strategic and The Benchmarking Project



Launch and follow up to Bequests Promised v Bequests Realised research



# Partnerships



Expanding partnerships and collaborations with more connected organisations.



Reinforcing existing partnerships such as Bequest Assist, Philanthropy Australia, and suppliers.



Growing partnerships with organisations like STEP and Catalyst Management for the Legal Legends work and training.



# Q&A + Feedback

NB: A link to the Campaign Strategy document will be available in the IAC Loop

