



THE GEORGE WASHINGTON UNIVERSITY

In an effort to uncover planned giving leads, The George Washington University (GWU) has partnered with Gabriel Group since 2012. A Donor Insight Survey was developed and sent to a select audience of 14,000 donors identified by the university as likely planned giving prospects based on age, number of gifts and a variety of other criteria. Several key survey questions indicated respondents' knowledge of and interest in various estate planning vehicles, providing gift planners with a robust pipeline of qualified planned giving prospects.

The original survey generated a total of 1,842 responses (12.87%), identified 775 highly qualified leads (5.41%) and uncovered 96 existing bequests and 300 responders with no heirs.

A digital survey was later deployed to 5,736 additional donors (approximately 500 sent per month) generating 1,292 responses (21.2%) and 731 highly qualified leads (12.7%).

MAILED SURVEY



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