



International Perspectives in Fundraising

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MSF's Mission & Work



- ▶ international medical humanitarian organization providing emergency medical care
- ▶ armed conflicts, epidemics, natural disasters, and other crises
- ▶ without regard to race, religion, or political affiliation
- ▶ neutrality and impartiality in the name of universal medical ethics

MSF's Mission & Work

- ▶ Medical professionals, logistics experts and administrators in nearly 70 countries around the world. Emergency response and longer-term projects.
- ▶ Diseases and issues include measles, tuberculosis, sexual violence, cholera, HIV/AIDS, malaria, malnutrition, mental health, and women's health.



© Luca Sola MSF nurse leads the team to evacuate by helicopter a nine-month pregnant patient in Malawi in Feb 2015

Our Impact



8.1 million
outpatient
consultations



2.3 million
malaria cases
treated



1.5 million
measles
vaccinations



333,900
HIV patients
in treatment



223,900
individual and group mental
health consultations



181,600
children treated
for malnutrition

Figures are from the most recent International Activity Report, 2015.

MSF Structure

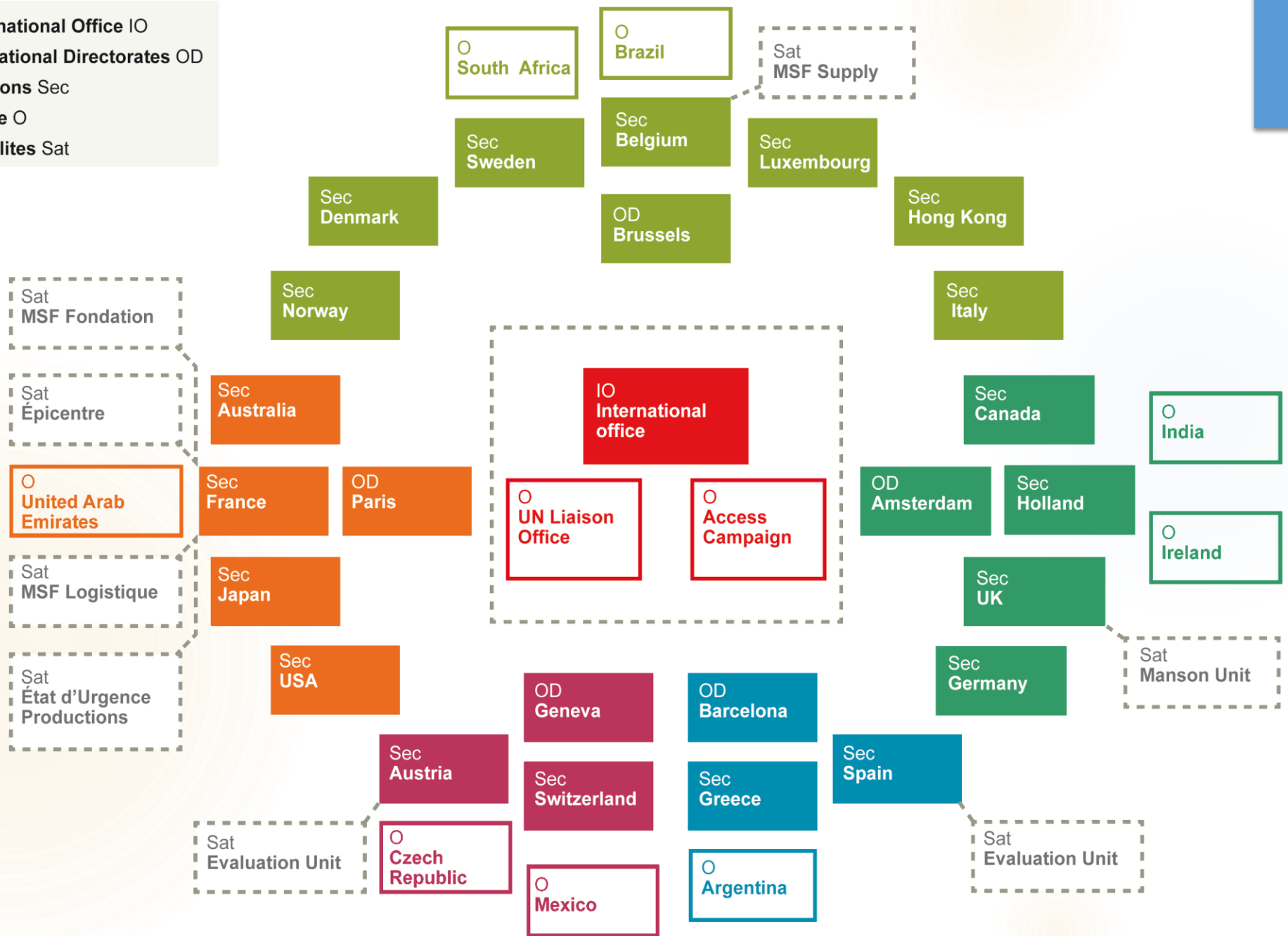
1 International Office in Geneva

5 Operating Centers (OCs)

17 Partner Sections (fundraising, communications, recruitment, etc.)

12 Branch Offices

International Office IO
Operational Directorates OD
Sections Sec
Office O
Satellites Sat



How Do Sections Coordinate Funding to the Field?

Resource Sharing Agreement (RSA)

- ▶ Multi-year agreements (over 4 years)
- ▶ Each partner section commits to providing a stated amount of funding to one or more OCs each year

Mechanism for participants in the “movement” to:

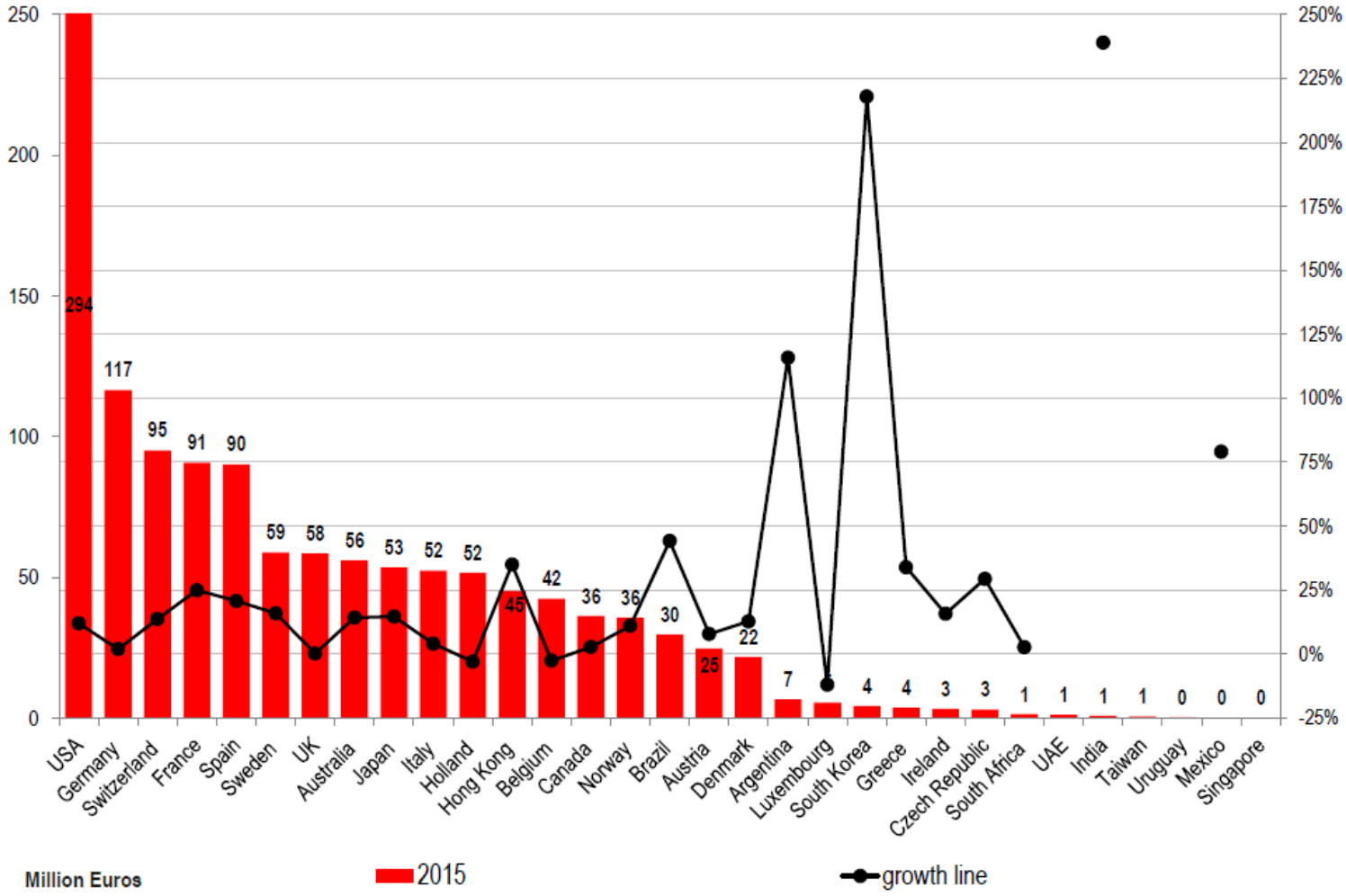
- ▶ share financial resources
- ▶ manage growth
- ▶ build adequate reserves
- ▶ assist Operating Centers (OCs) in an emergency

MSF-USA's Unique Role in Movement

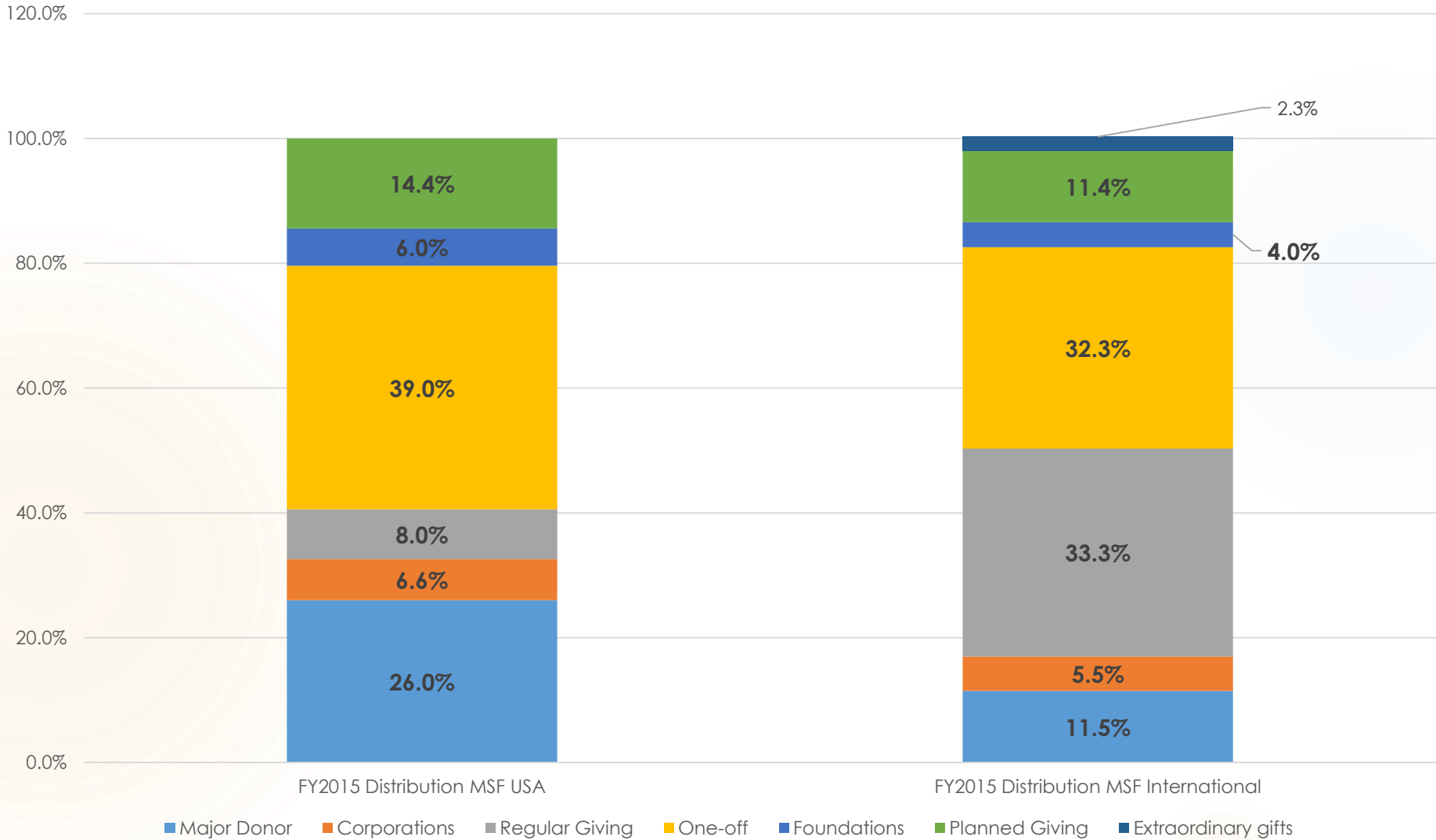
- ▶ raises about 20% of the movement's annual revenue
- ▶ maintains about 25% of the movement's reserves
- ▶ is the only section to fund all 5 OCs
- ▶ is counted on to fund most emergency situations



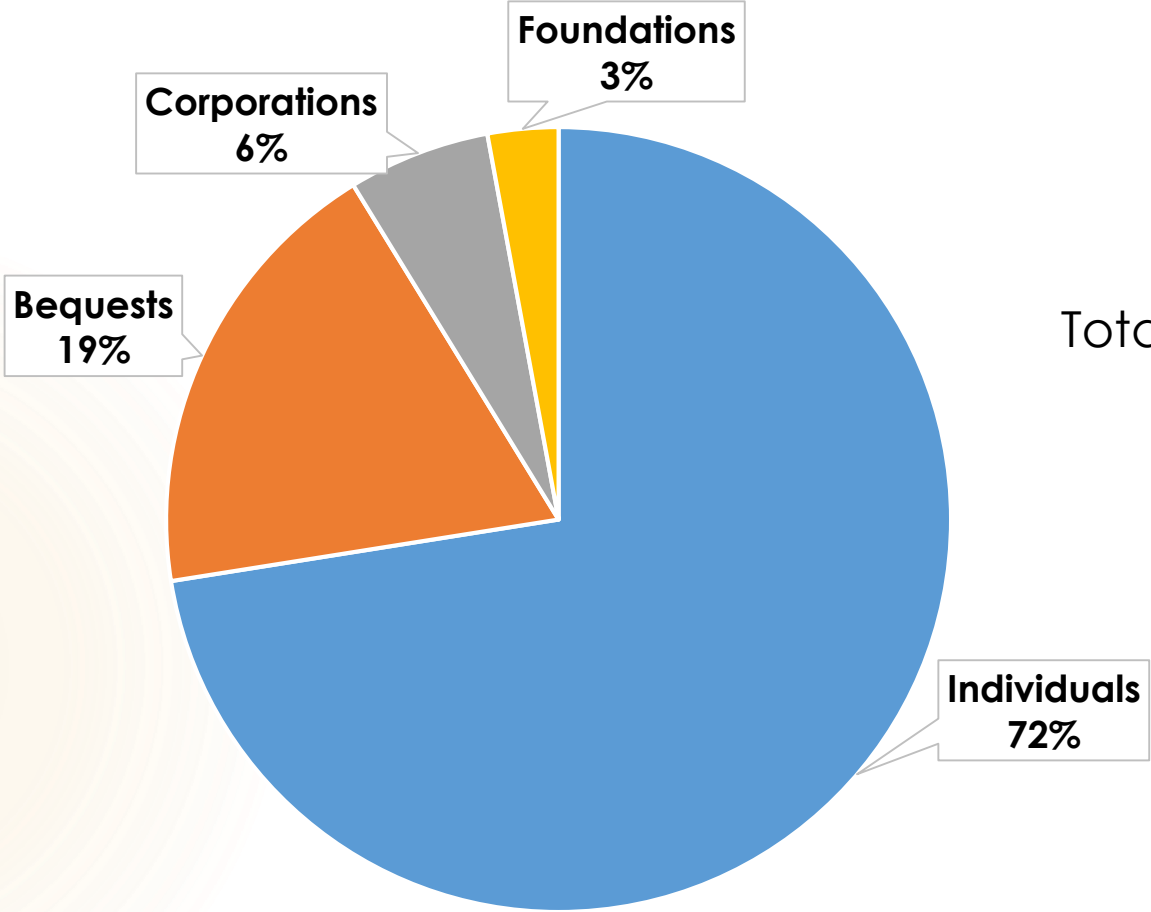
Total Income 2015 & Growth Rate 2014/15



Share Comparison with MSF Globally

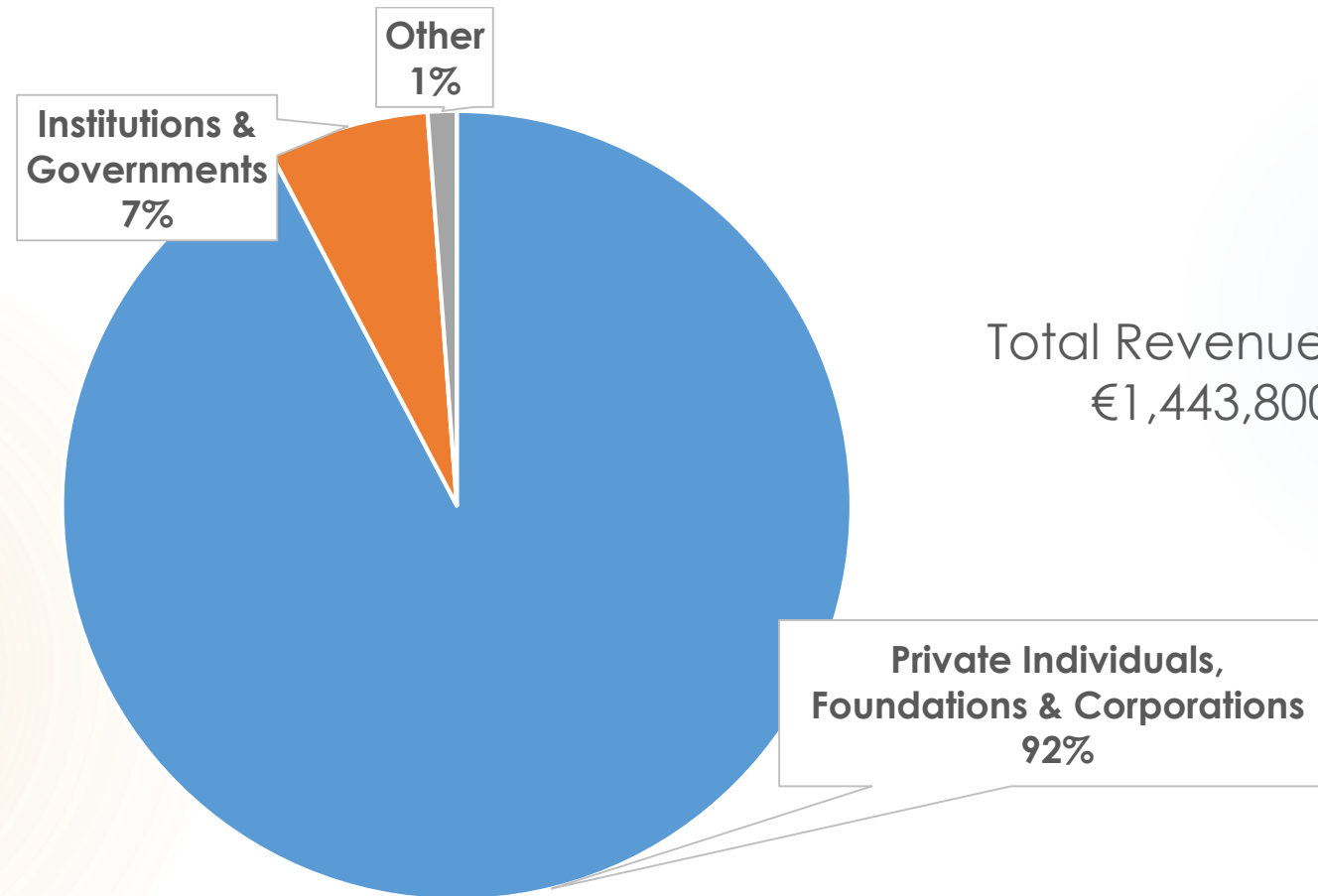


MSF-USA Funding



Total Revenue in 2016=
\$357,438,744

MSF International Funding



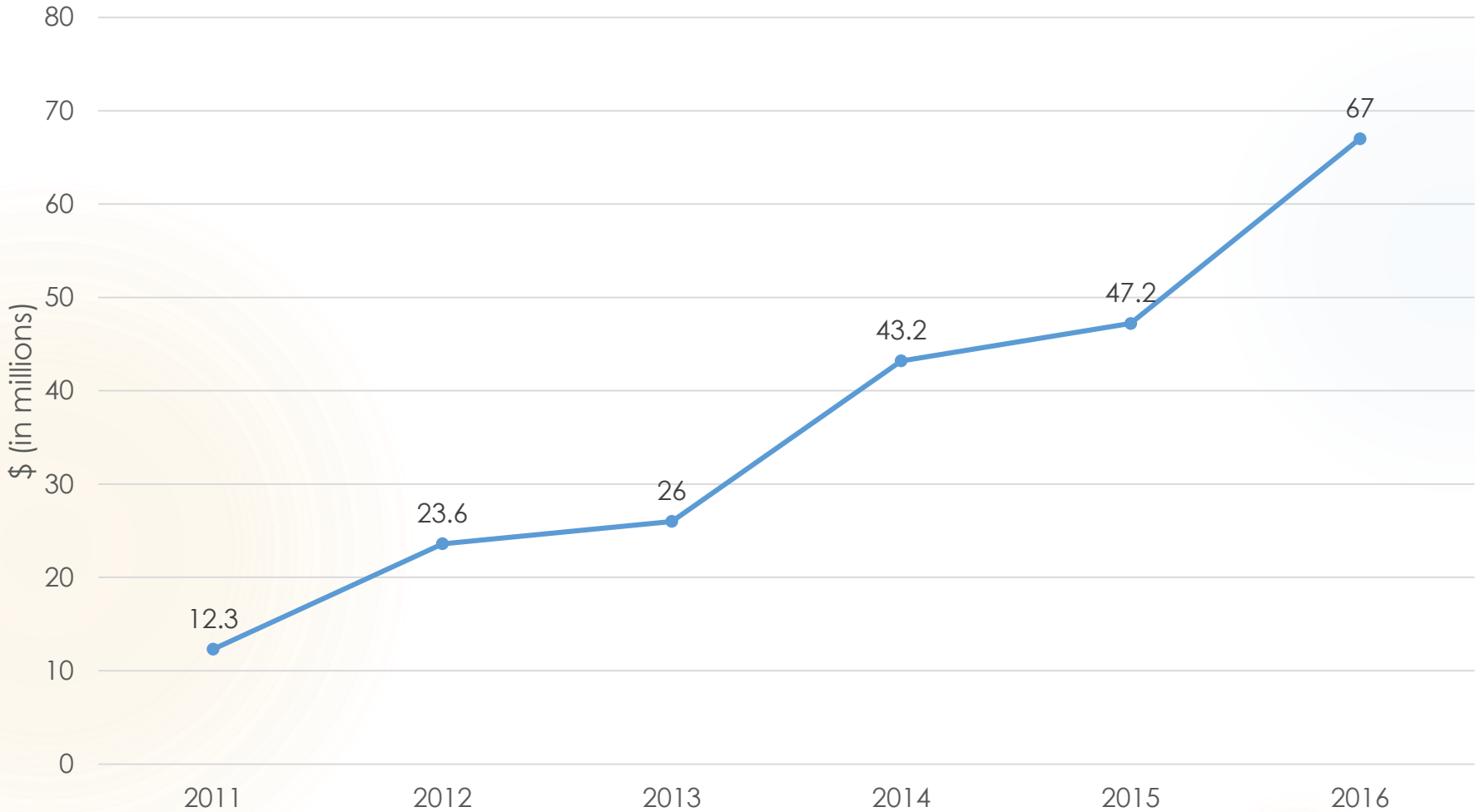
Total Revenue in 2015=
€1,443,800,000

Planned Giving across the MSF Movement

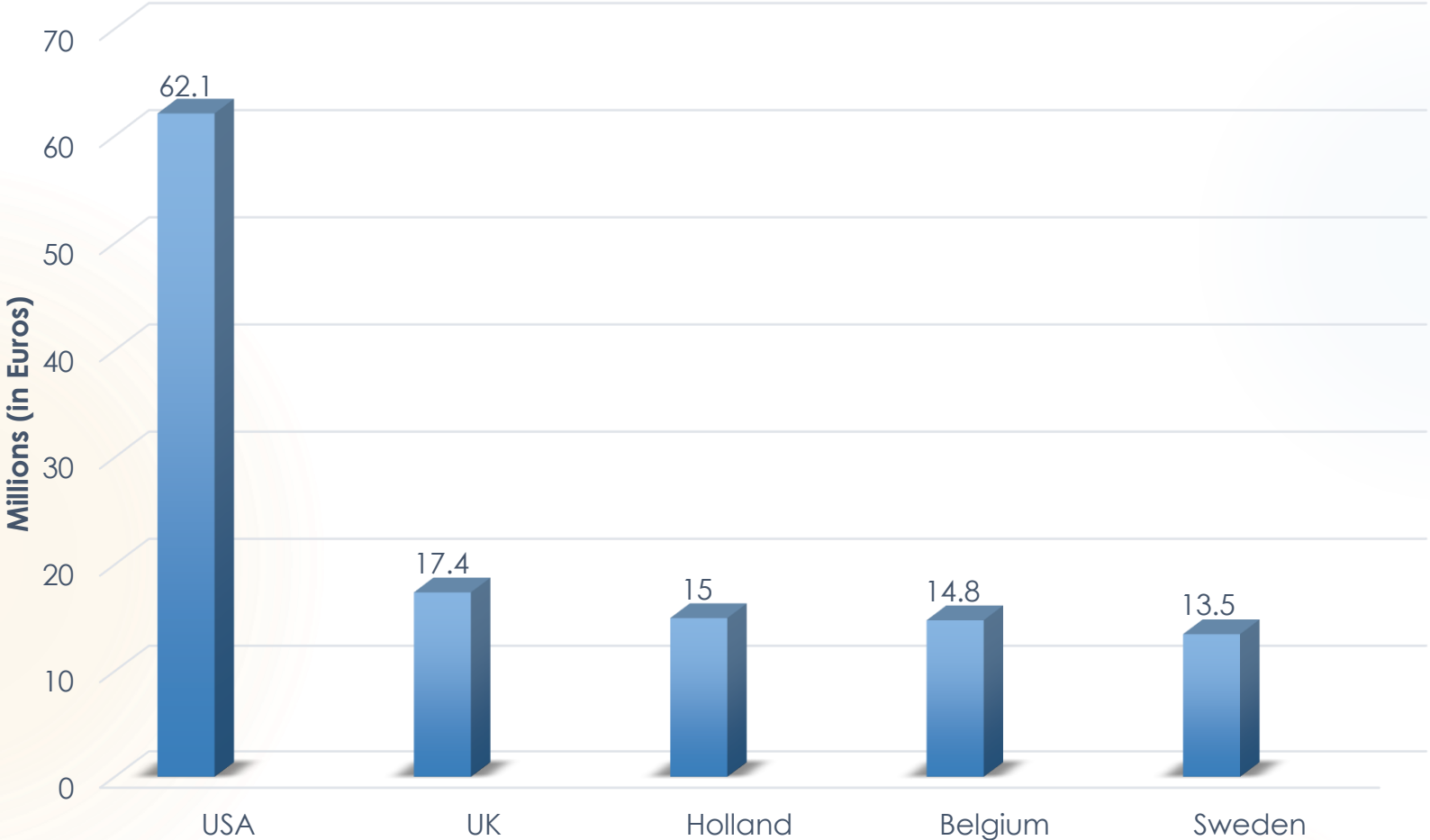
- ▶ Each section best equipped to deal with their own donor populations
- ▶ Participate in conference (bi-annual)
- ▶ Provide KPIs and sample mailings, surveys, activities, etc.
- ▶ Share ideas for marketing



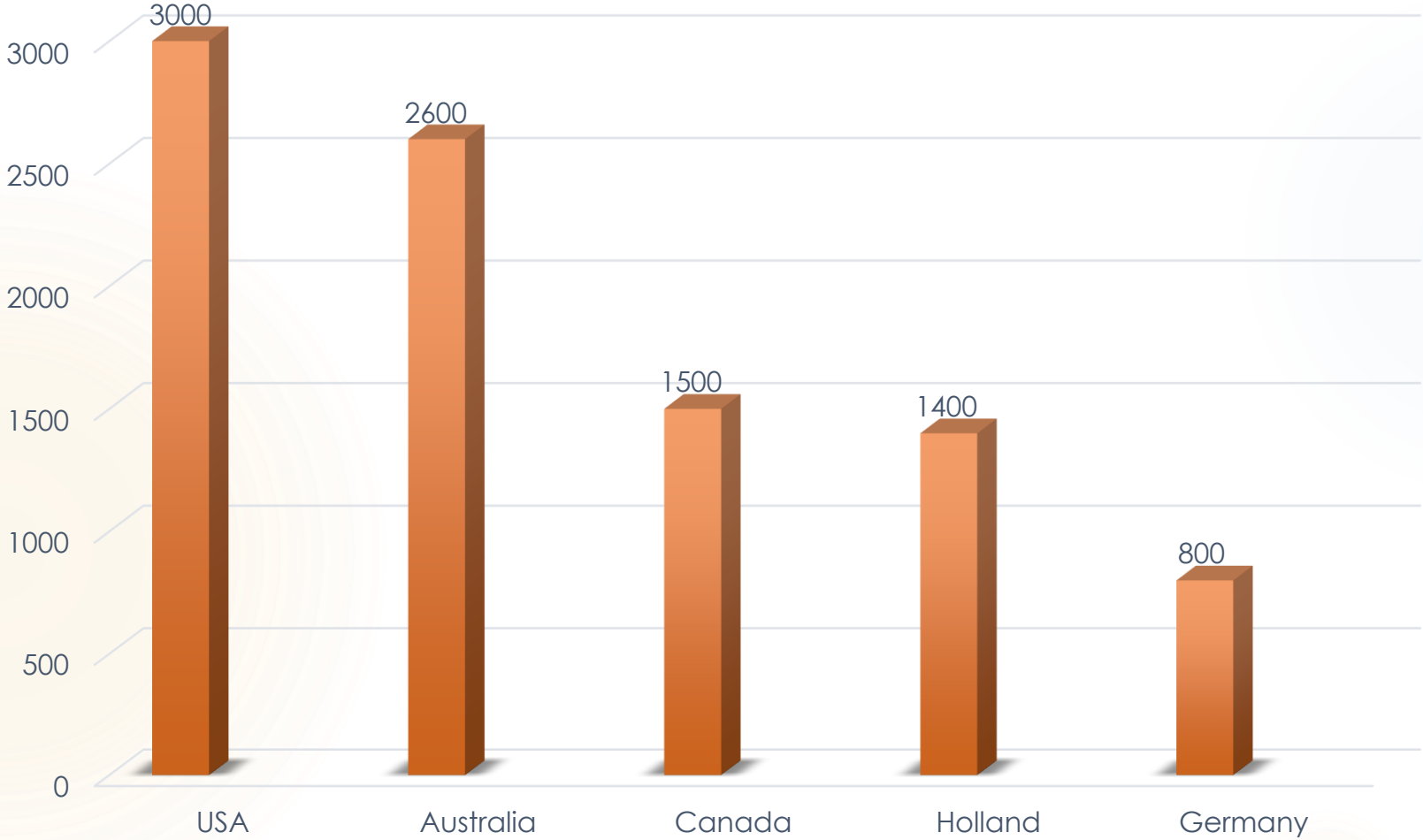
Growth of PG revenue at MSF USA



Sections with Most Legacy Revenue (2016)



Sections with Largest Number of Confirmed Bequestors



How does MSF around the world treat bequestors?

To Varying Degrees:

- ▶ Special mailings (i.e. Annual Report, newsletters, “Insider” letters, holiday cards)
- ▶ Invites to various events, major donor events, webinars, etc.
- ▶ Face-to-face meetings
- ▶ More limited or no regular solicitations and/or no telemarketing

Main Difference in the US

- ▶ Formal Legacy Society
- ▶ Annual Report Listing
(opportunity to Opt Out)



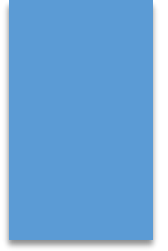
How does MSF around the world market Planned Giving?

All accept bequests and most market them

BUT

In many countries, estate planning is harder to talk about

Some International Examples



Japan

- ▶ Ad in magazine, follow up with brochure. No calls, too sensitive.

Spain

- ▶ More focus on advertising to general public, national campaigns, and educating lawyers/notaries. Estate planning considered sensitive issue.

France

- ▶ Only started marketing in 2013, target donors, lawyers and general public.
- ▶ Increased cultivation efforts to see if can increase confirmed bequestors.

Holland

- ▶ 2013 ad campaign
- ▶ Events for bequestors and prospects (60 yrs+). Presentation by a notary/lawyer. Follow up calls are okay.

Germany

- ▶ 6-7 events/yr with lawyer to speak about estate planning. Offers 1 hour follow up meeting a few months later.

US Planned Giving Marketing

- ▶ 2 bequest mailings/yr to 300k current donors and 1 survey mailing to smaller cohort (10k).
- ▶ Blurb in Alert- quarterly newsletter
- ▶ Brochures for events & meetings
- ▶ Buck slips in certain sustainer mailings
- ▶ Check boxes on some direct mail pieces and major donor solicitations
- ▶ Digital ads- Facebook, Google, etc.
- ▶ Website



Lessons Learned for MSF-USA

- ▶ Print ads do not work so well
- ▶ Robust direct mail program is key
- ▶ Focus on loyal donors works well (monthly sustainers have highest response rates)
- ▶ Remind donors on different ways to give (beneficiary designations, CRTs, IRA rollover)
- ▶ Challenges: lean staff, getting more people to notify us of intentions, make follow up calls to people we've called before requesting info vs. new people? visit donors or prospects?

Questions?

