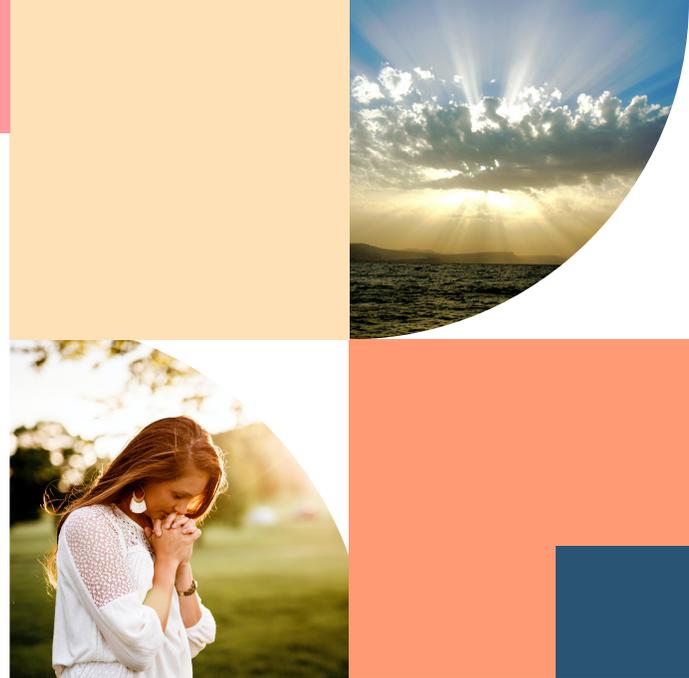


How Reasons to Believe is capturing major stock gifts from mid-level donors



RESULTS

\$554K Raised via stocks

11 Online stock gifts

\$490K from just one gift of Apple shares



Having something quick for us to send donors to has been a game-changer. It does open up the conversation a bit more, too. With the tool, we can ask our donors if they've ever thought about giving stock, go to the website, and walk them through the process.

Ken Hultgren
Advancement Director & Special Assistant to the President

THE CHALLENGE

Reasons to Believe, who helps people find Christ by sharing how science and reason affirm faith in the Bible, wanted to make it easier for their mid-level donors to give tax-smart stock gifts. While they received nearly 20 stock gifts a year, they only came from their high net-worth, financially-savvy donors. Without an easy way to give, it was hard to encourage their other supporters to make stock gifts.

At the same time, their team needed a solution for getting their stock donors' contact information. It was difficult for them to track down which donors were giving which stock, as most of their gifts came from the financial brokers anonymously.

THE SOLUTION

RTB decided to use FreeWill, so they would have a quick place to send potential stock donors, and a way to identify those donations. They added their custom FreeWill Stock Tool to their website — making it highly visible on their donate page — and frequently utilize it in one-to-one donor conversations. By offering the tool to their general donor base, they are also able to better understand the giving capacity of new and mid-level donors.

Their donors have loved the tool, with one married couple even giving two gifts and calling it a seamless experience.