



**REMEMBER A CHARITY  
IN YOUR WILL**  
Help the work live on...

## Membership Benefits

### Why belonging to Remember A Charity is the right strategic choice

Growing the charitable legacy market is a long-term campaign, but we are already delivering tangible outcomes that are providing benefits to all our members every day.

The charitable legacy market is worth over £3 billion\* a year. Through a small percentage increase in the number of people who leave a charitable legacy we would all increase the value of our share and could raise additional millions a year for good causes.

Research\*\* conducted for Remember A Charity has shown that there is real potential for the consortium to do this. Thirty-five percent of the total population of individuals aged 40+ are 'happy to give a small amount to charity in their Will, after they have taken care of their family and loved ones.'

With almost 5,000 Wills\*\*\* made a day, Remember A Charity is well placed to make a significant and immediate impact on this market for good causes.

Our behaviour change strategy, to make legacy giving a social norm, has four key parts:

- to raise awareness and relevance among the Will-writing public
- to make charitable prompting the standard practice among professional advisors
- to influence a climate for successful charitable Will-giving by using partnerships
- to help the charity sector become more effective at promoting gifts in Wills

By working together we can continue to influence Government on your behalf about how they can help grow legacy giving.

We have collaborated with The Behavioural Insights Team and the University of Bristol in two trials looking at the language used by solicitors during the Will-writing process. The most recent trial was conducted with eight law firms across the UK.

The results of these trials show that if, and how, solicitors mention charity during the Will-writing process has a significant impact on not just the number of charitable Wills written, but also the size of gift left.

Through our partnership with The Co-operative Legal Services, they have become one of the first high-street brands to always make a charitable prompt every time their thousands of customers write a Will.

Our exciting and innovative consumer campaigns, including our annual Remember A Charity Week, give members opportunities throughout the year to start conversations about legacies with different audiences.

By working together, we can continue to open new doors. This is the only way we can achieve the type of large scale behaviour change that will grow the charitable legacy market and in turn your own charity's legacy income.

\*Legacy Foresight

\*\*TNS Social 2008

\*\*\*Legal Services Consumer Panel 2011

# What does my Organisation gain from being a member?

## Participation in Remember A Charity Week

Our annual awareness week provides a perfect opportunity for members to promote legacies internally and externally. Resources include: a Marketing & Communications toolkit, including: Remember A Charity Week logos, branded marketing materials such as bookmarks, downloadable poster templates, e-footers and draft copy for communications.

Our PR engagement toolkit includes template press releases, key messaging, facts and figures, and PR ideas for members to initiate their own activities; participation in national and regional PR activities; placement of member case studies and advertising in charitable legacy supplements in association with *The Daily Telegraph* and *The Scotsman*.

- *Our aim for 2020 is to get the Will-writing public taking action towards including a gift in their Will during Remember A Charity Week.*

## Partnerships with the Will-writing sector

Remember A Charity members can access a specially discounted Will service through our partnership with the Co-op Legal Services. This partnership is set to raise millions for charitable causes and offers a fantastic opportunity to engage with your supporters encouraging them to leave a gift to your charity in their Will.

Your supporters will benefit from the exclusive 20% discount offer and access to affordable Will-writing and expert guidance along the way. Please contact [Marta@rememberacharity.org.uk](mailto:Marta@rememberacharity.org.uk) for more information.

- *Our aim for 2020 is to continue working with our partners to increase the amount charities raise through gifts in Wills and to build new links with employers to develop opportunities for increasing Will writing and legacy giving awareness among their staff.*

## Access to a network of professional advisors

We have built a network of over 1,200 Campaign Supporters - solicitor firms and professional Will-writers who support our campaign and who have agreed to always let their clients know that charity is an option during the Will-writing process. Campaign Supporters are listed on a postcode search area of our website. This can be used by charity supporters to find their nearest professional advisor.

Through our work, the number of solicitors and Will-writers who always 'always and sometimes' mention charity to their clients has increased from 53% in 2011 to 68% in 2019 – the highest level yet.

On the high street, RBS and NatWest recently changed their Will-writing forms to include a section on charitable giving for the first time, and over 5,000 customers are now using these which include a direct link to Remember A Charity's website. HSBC client **Will Packs** include a **Remember A Charity** fact sheet with contact details.

- *Our aim for 2020 is to continue our work in engaging the legal sector to ensure professional advisors consistently mention the charitable option when advising Will-writing clients.*

## Partnerships with Government

Our support from Government continues to gather momentum. At the end of 2017, The Minister for Sport and Civil Society wrote to 8,000 solicitors asking them to make their clients aware of the option of including a gift to charity in their Will.

Remember A Charity is leading the sector campaign with Government to secure fiscal incentives that will encourage legacy giving amongst the full population – not only those affected by IHT.

## **A high-profile campaign that promotes individual charities**

All members have their own dedicated page in the “**Find A Charity**” section, which includes a link to their website, images and video content and key information about their work.

Our innovative consumer campaigns provide members with opportunities to talk about legacies to their audiences. Case studies submitted by members are used in print supplements focussed on charitable legacies, paid social campaigns and for PR purposes, giving opportunities for members to be ‘name checked’ in radio interviews, as well as opportunities for charities to raise their own profile.

All members are kept informed of campaign progress, upcoming activity and events and PR opportunities via regular communications with their nominated primary contact.

- *Our aim for 2020 is to increase the profile of every member by continually improving member promotion opportunities on the Remember A Charity website and through social media channels.*

## **Access to excellent and comprehensive research**

By pooling our funds together we are able to provide extensive research conducted with charity supporters; the wider charitable Wills market and Will providers.

After adopting a social-marketing model, Remember A Charity completed one of the largest research projects on legacies in the UK. As part of this we have also pulled together in one place, key research in the sector. In addition, Legacy Foresight has generously agreed to share the key findings of their annual “Legacy Monitor” market audit with our members.

- *Our aim for 2020 is to gather and share key insights that members can apply to their own legacy marketing activities.*

## **Opportunity for networking and sharing best practice**

Remember A Charity has the best legacy fundraisers within its membership. Our members have a direct say in the shape and direction of the campaign through regular feedback opportunities and representation on the **Campaign Council** and **Executive**.

We hold **four members’ forums each year** which are free to attend and we encourage primary contacts to attend with colleagues and Trustees. Forums provide members with networking opportunities to connect with like-minded fundraisers.

- *Our aim for 2020 is to encourage best practice among legacy fundraisers.*

## **A contact point for legacy enquiries and the general public**

A key part of our job is to spread the legacy message to the charitable-giving public. We’re a charitable nation, but most potential donors aren’t aware that they can support their favourite charities by leaving a legacy.

Increasingly through the media, professional Will advisors and the public, the campaign is able to speak with one voice on behalf of members. Enquiries generated through campaigns and PR enables the campaign to support members’ own legacy promotion.

- *Our aim for 2020 is to create conversations amongst the Will-writing public through new and innovative PR campaigns and through Remember A Charity Week.*

1 Dog at a Time Rescue UK	Dog Aid Society of Scotland	Network for Animals	SUDEP Action
Action for Children	Dogs Trust	Charitable Trust	Thames River Trust
Adoption Matters	Durrell Wildlife Conservation Trust	Newcastle Dog and Cat Shelter	The Amber Trust
Aerospace Bristol	Elise Pilkington Charitable Trust	North East Autism Society	The Brigitte Trust
African Children's Fund	Environmental Investigation Agency UK	NSPCC	The Children's Air Ambulance
African Wildlife Foundation	Epilepsy Society	Orbis UK	The College of St Barnabas
Aggie's	Evolve Housing + Support	Orchestras for All	The Conservation Volunteers
Alcohol Change UK	Family Action	Painshill Park Trust	The Elizabeth Foundation
All Dogs Matter	Family Holiday Association	Pancreatic Cancer UK	The Fountain Centre
Animals Asia Foundation	Focus Birmingham	Paul Strickland Scanner Centre	The Geological Society of London
Anorexia & Bulimia Care	FRAME – Fund for Replacement of Animals in Medical Experiments	People for the Ethical Treatment of Animals (PETA) Foundation	The Humanimal Trust
Arthritis Action	Freshwater Habitats Trust	Place2Be	The Ironbridge Gorge Museum Trust Limited
Awards for Young Musicians	Friends of the Animals	Porchlight	The Leprosy Mission Scotland
Bank Workers Charity	Guts UK charity	Princess Alice Hospice	The Moredun Foundation
Battersea	Hafal	Prisoners Education Trust	The National Brain Appeal
Be Free Young Carers	Headway Hertfordshire	Prostate Cancer UK	The Rossendale Trust Ltd
Bees Abroad	HEART UK – The Cholesterol Charity	Providence Row	The Society of the Protection of Ancient Buildings (SPAB)
BEfriend	Help the Homeless	PTSD Resolution	The Victoria League for Commonwealth Friendship
Bipolar Scotland	Here for Cats	Queen Elizabeth Hospital Birmingham Charity	The Wildlife Trusts
Birmingham Hippodrome Theatre Trust	HFT supporting people with learning disabilities	RCVS Knowledge	The Woodland Trust
Birmingham Museums Trust	Homeopathy UK	Rescare	The Y (Leicester YMCA)
Brain Tumour Research	Humane Slaughter Association	retailTRUST	Thera Trust
Brighton YMCA	Imagine Independence	Rethink Mental Illness	Tigers4Ever
British Heart Foundation	It's Your Choice	RNIB	Tiny Tickers
British Home	Kew Foundation	RNLI	Unicef UK
British Liver Trust	Kidneys for Life	ROLDA UK	United Response
British Red Cross	Kidscan Children's Cancer Research	Royal Air Force Museum	Universities Federation for Animal Welfare
British Trust for Ornithology	Langham Partnership UK & Ireland	Royal Museums Greenwich	University College London Hospitals Charitable Foundation
Brooke	Larkhall and District Volunteer Group	Royal Society for Blind Children	University College of Osteopathy
CAIS	LawWorks	RSPB	Versus Arthritis
Canal & River Trust	Leuka	RSPCA	Veterans Aid
Cancer Research UK	Listening Books	Safe Passage International	We Are With You
Cancer Support Scotland	Livability	Sane	West Sussex Music Trust
Cats Protection	London's Air Ambulance	Save the Children	Whisper
CHASE Africa	Lord's Taverners	Saving Yorkshire's Dogs Rescue	Wimbledon Guild
Child Poverty Action Group	Macmillan Cancer Support	Sense	Wimbledon Windmill Museum
Children's Hospices Across Scotland (CHAS)	Making Space	Shelter Cymru	Wood Green, The Animals Charity
Civic Voice	Manchester United Foundation	Shine	World Bicycle Relief
CMV Action	Marie Curie	Smallwood Trust	Worldreader
Cobalt	METRO Charity	Solace Women's Aid	WRVS Benevolent Trust
CORDA preventing heart disease and stroke	MHA	SongBird Survival	YoungDementia UK
Crossroads Care Surrey	MySight York	South West Coast Path Association	
Cumbernauld Action for Care of the Elderly (CACE)	National Coal Mining Museum for England	St Martins Housing Trust	
Cyril Flint Befrienders	National Museums Liverpool	Sue Ryder	
Dance Professionals Fund	National Rheumatoid Arthritis Society (NRAS)	Support Dogs	
Dandelion Time	National History Museum		
Dementia Adventure			
Dementia UK			
Different Strokes			