

Campaign guidelines

Member assets 2025

What will you be remembered for?



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Welcome

It's our 25th anniversary! To mark the occasion, we've created a bumper pack of customisable assets, exclusively for our members.

This Remember A Charity Week, you'll have an even wider range of assets to personalise and use as part of our collective goal to inspire legacy giving. And it's not just for Remember A Charity Week. These assets can support your legacy marketing throughout the year. Once you've created them, you can start using them whenever you're ready.

External assets for current and future supporters

We've included two types of consumer-facing assets that can be adapted with your own brand and messaging:

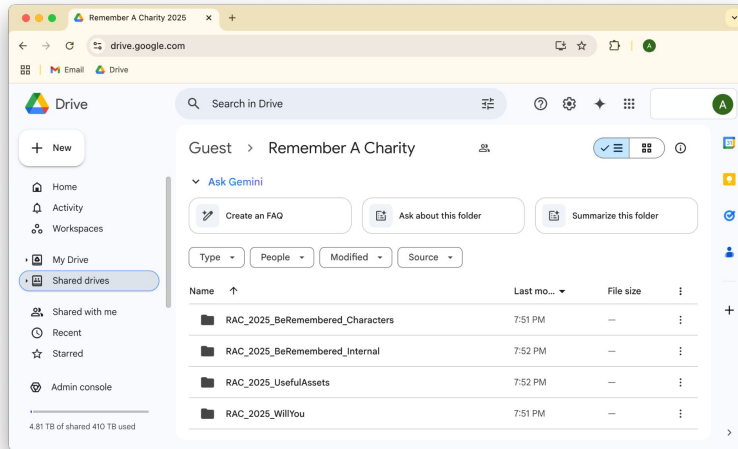
- 'WILL YOU' assets focus on a direct call to action
- 'Be remembered' assets use humour to engage audiences, and tie in with our [wider consumer advertising campaign](#)

Internal assets for colleagues

We know legacy giving can be a difficult conversation, especially if your charity is just starting out. That's why we've also included a wide range of customisable internal assets, to help you start the conversation with colleagues.

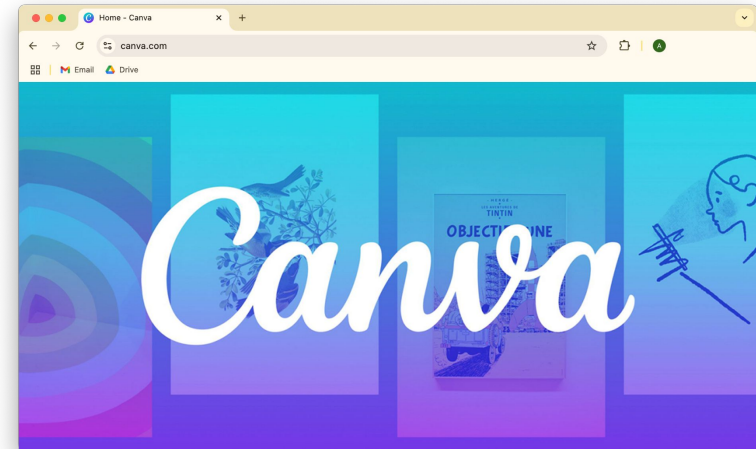
Artwork assets & Canva

This year there are two ways for Members to access the personalisable assets.



1. Click on the image above to take you to the editable artwork files of the assets to download

or



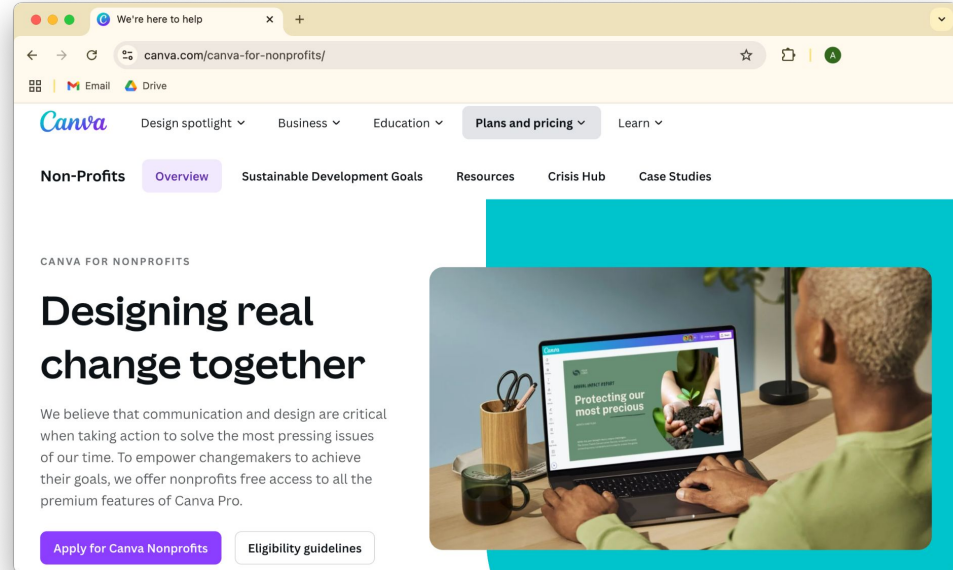
2. Click on the Canva button next to any asset within this briefing document to open its template in Canva

In response to feedback, we're pleased to offer members the ability to edit campaign assets through Canva.

You'll need a [Canva Pro charity account](#) to edit these assets.

If you're new to Canva, this guide includes two short videos tutorials to help get you started on personalising a poster and a video asset. Once you're familiar with these, you'll be a dab hand creating all of the available assets.

If you'd like to explore more, we recommend watching the first five videos in [this online Canva course](#). And if you get stuck, we'll do our best to help – please email info@remembercharity.org.uk



Be remembered

Character assets



Be remembered character assets

3x 15" Social videos

6x Social static posts 3x 1:1 & 3x 4:5

3x Social static tweets

5x Press Ads

5x Posters

5x Static Characters on Blue BG

1x Bookmark

2x Banners

1x Email

Be remembered character assets

Social 15" Films



Canva



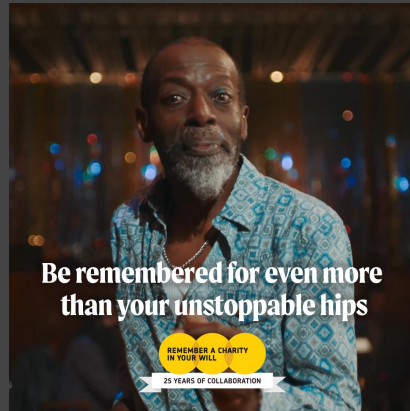
Canva



Canva

Be remembered character assets

Social Statics 1:1 FB



Be remembered character assets

Social Statics 4:5 IG



Canva



Canva



Canva

Be remembered character assets

Social Statics 1200x675 X/Twitter



Canva



Canva



Canva

Be remembered character assets

Press Ads

Be remembered for even more than 'The Birthday Cake Incident'



Fatty has baked hundreds of cakes, seen and eaten, and is famous for it. But not this one. This birthday cake incident. What will be remembered for making a difference, in this case, a gift to her son on his birthday party?

What will you be remembered for? Find out how you could make a difference at [xxxxxx.org.uk](#)

CHARITY LOGO TO GO HERE

Canva

Be remembered for even more than your fearless flexibility



Yogini loved her Tuesday night yoga at the local centre. She said it kept her young. People cheered. Right up until the day she attempted a headstand and wobbled over. From today, there will be no more yoga.

But Yogini will be remembered for much more than her famous wobble. She'll be remembered for making a difference, by leaving a gift to her club for her favourite charity.

What will you be remembered for? Find out how you could make a difference at [xxxxxx.org.uk](#)

CHARITY LOGO TO GO HERE

Canva

Be remembered for even more than your landlocked voyages



Every morning, without fail, Arthur headed to his Shipping Forecast. He could recite 'Grogan, Flares, Grogan' eight days a week. It sounded like daily chatter, except living in his retirement, that voice means an island on a radio display.

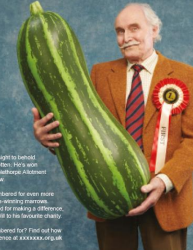
But Arthur will be remembered for much more than his imaginary maritime career. He'll also be remembered for making a real difference, by leaving a gift to his club for his favourite charity.

What will you be remembered for? Find out how you could make a difference at [xxxxxx.org.uk](#)

CHARITY LOGO TO GO HERE

Canva

Be remembered for even more than your enormous prize-winning marrows



Marrows are a right to boast. One year, when everyone had won, he was seen as the winner. He had won the prize. It was a record. It was a record.

But Fatty will be remembered for even more than his enormous prize-winning marrows. He'll also be remembered for making a difference, by leaving a gift to his club for his favourite charity.

What will you be remembered for? Find out how you could make a difference at [xxxxxx.org.uk](#)

CHARITY LOGO TO GO HERE

Canva

Be remembered for even more than your home of gnomes



Uncle Gnomes has had every bit of the garden with gnomes. He hasn't seen the same in years. He hasn't seen the same in years. He hasn't seen the same in years.

But Uncle Gnomes will be remembered for much more than his home of gnomes. He'll also be remembered for making a difference, by leaving a gift to his club for his favourite charity.

What will you be remembered for? Find out how you could make a difference at [xxxxxx.org.uk](#)

CHARITY LOGO TO GO HERE

Canva

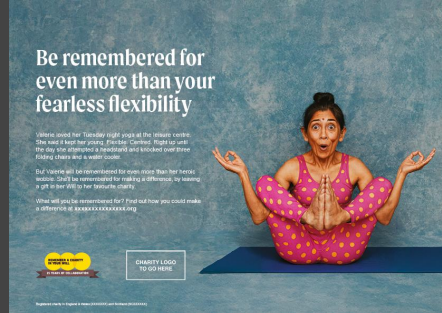
**Be remembered
for even more than
'The Birthday
Cake Incident'**

Kathy has baked thousands of cakes, and this every one is delicious. But just, But then there was the one she made for David's 40th. It cost \$100 and it was a disaster. It was a mess.

But Kathy is so determined to even things out "The Birthday Cake Incident" She's also be remembered for making a difference, an idea she put in her 40's to her husband's family.

(What will we be remembered for? Find out how you could make a difference at www.gogoodness.org)

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Be remembered character assets

Static Images 1:1



Canva



Canva



Canva



Canva



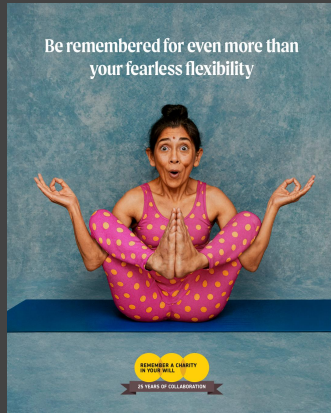
Canva

Be remembered character assets

Social Statics 4:5 IG



Canva



Canva



Canva



Canva



Canva

Be remembered character assets



Canva

What will you be remembered for?

CHARITY LOGO
TO GO HERE



Registered in England & Wales Charity
No. XXXXXXXXXX

Bookmark 160x55

Be remembered character assets

Animated Banners 300x250

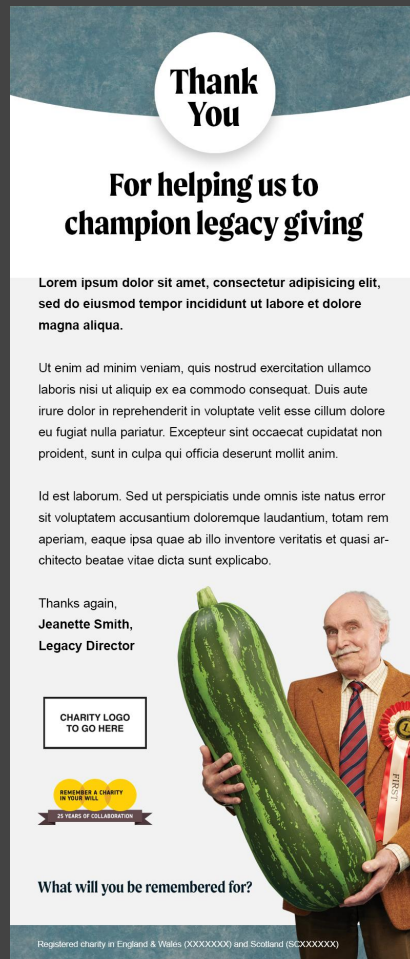


Canva



Canva

Be remembered character assets



Email

A



Customisable asset guidelines





2025 Will You example



WILL YOU Member Assets

2x Social Posts 1x FB & 1x IG

1x Tweet

1x Poster

1x Bookmark

1x Online Banner

1x E-Signature

1x Table Standee

1x Hanger Card

2025 WILL YOU assets

Animated Social 1:1 FB



Animated Social 4:5 IG



2025 WILL YOU assets

Animated Social 1200x675 X/Twitter



2025 WILL YOU assets



A4 Poster



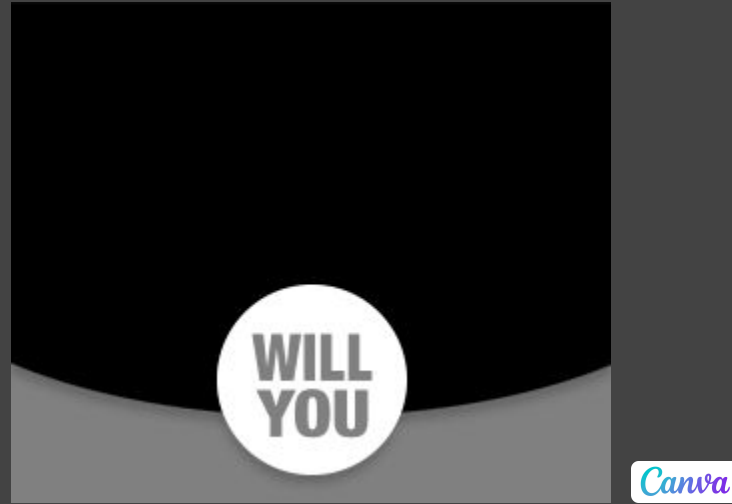
2025 WILL YOU assets

Bookmark 160x55



2025 WILL YOU assets

Animated Banner 300x250



E Signature 700x70



2025 WILL YOU assets

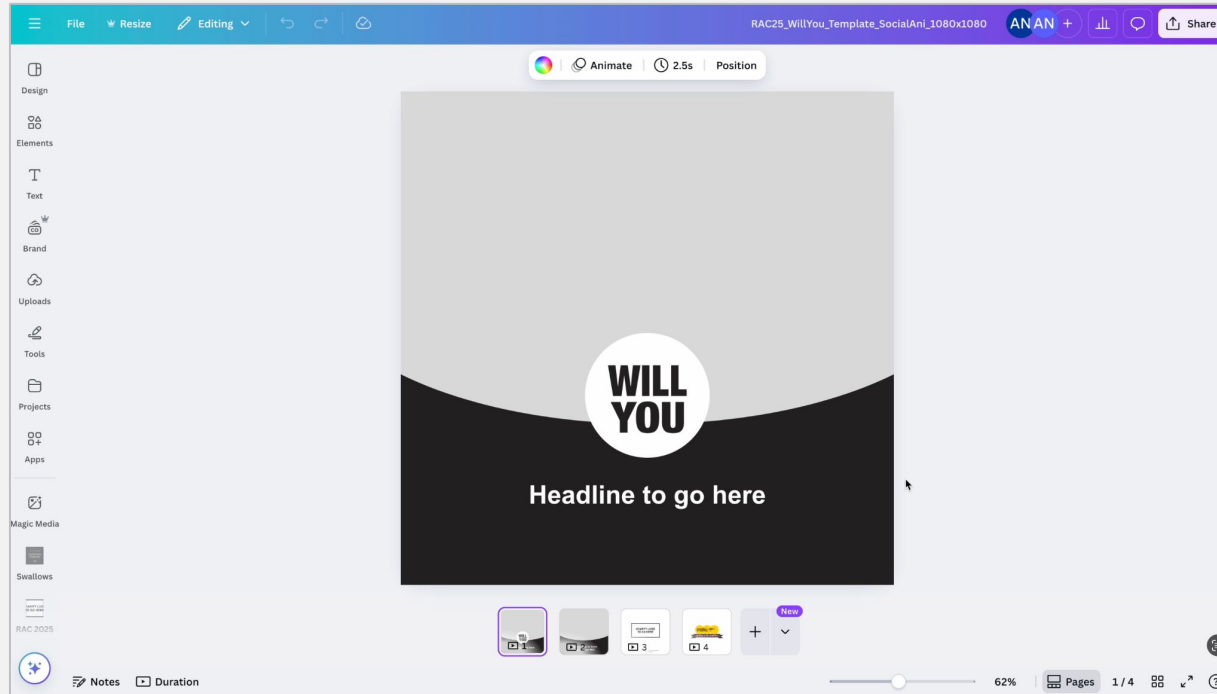
Hanger Card 148x80



Table Top Standee 210x96 (A4 Folded)



2025 WILL YOU Canva video tutorial



**Watch video
tutorial**

2025 WILL YOU assets

Writing Social Post Copy

Along with any social media elements we provide as part of your Will You? assets, you will need to write post copy to go along with them. Every social post you publish should reflect your brand. Effective social media copywriting requires thinking differently from long form copy on other channels. You should be concise, consistent and engaging. Opposite are five things to remember when writing posts.

1. **Speak your audience's language**
2. **Develop your charity's brand voice**
3. **Be positive**
4. **Keep it short and simple**
5. **Add a call to action**

2025 WILL YOU assets

Using ALT tags (alternative text)

ALT tags are “alternative text” used across digital channels and social media to describe an image or what the image is trying to convey. See the example opposite.

To be more inclusive and as good practice, please make sure that all images on your social posts (and websites) have ALT tags remembering the most effective ALT text captures the context of the image as well as the description itself.

Every social media platform enables you to include ALT text as part of the post, it is usually built into the post options when you upload the image. For websites, it's also done when you upload an image to your page or can be done afterwards in your site's control panel.



Alt text not descriptive – Couple walking on beach

Alt text fully descriptive – A middle-aged couple holding hands, walking along a Thai beach in the sun with bright blue sky and jagged rocks protruding out of the sea like islands.

2025 WILL YOU assets

Other things to note

Equality, Diversity and Inclusion – we encourage all members to use copy, imagery, alt text etc. in ways that reflect the diverse communities in which we live.

Image rights – before uploading any image for use, your charity must have the full legal rights, permissions and clearance of the subject matter or people featured within the imagery.

There should also be no other branding devices such as logos or trademarked products visible within the image. If you wish to credit the photographer or creator, then please do so within your social post or on your assets.

Be remembered

Internal assets



Be remembered internal assets

8x Posters

10x Social Posts (5x Static 5x Animated)

1x Banner

1x E-Signature

1x Bookmark

1x Table Standee

1x Set Of Internal Games Sheets

1x Thank You Certificate

1x Thank You Email Template

2x RAC Anniversary Logos

1x Set Of Useful Assets

Be remembered internal assets

Be remembered for even more than using the wrong emojis

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)

Canva

Be remembered internal assets

Be remembered for even more than leaving your dirty mugs next to the dishwasher

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)

Canva

Be remembered internal assets

Be remembered for even more than the 'working from home' incident

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)

Canva

Be remembered internal assets

Be remembered for even more than always being on mute

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)

Canva

Be remembered internal assets

Be remembered for even more than your office party dance moves

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)

Canva

Be remembered internal assets

Be remembered for even more than deleting our charity's annual report

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)

Canva

Be remembered internal assets

Be remembered for even more than the Secret Santa present you got Carol in Accounts

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)



Be remembered internal assets

Be remembered for even more than re-heating your fishy lunch at work

Come and learn how gifts in Wills can make a vital
difference to [add cause objective]

11.30am Thursday 25 August
Room 4a, Level 1

What will you be remembered for?



CHARITY LOGO
TO GO HERE

Registered charity in England & Wales (20000000) and Scotland (SC000000)

Canva

Be remembered internal assets

Static Socials 1080x1080

**Be remembered
for even more
than your top tier
snack drawer**

What will you be remembered for?

Canva

**Be remembered for
even more than your
attention-seeking
sneezes**

What will you be remembered for?

Canva

**Be remembered
for even more than
your meticulous
spreadsheets**

What will you be remembered for?

Canva

**Be remembered
for even more than
your thunderously
loud typing**

What will you be remembered for?

Canva

**Be remembered
for even more than
using a thumbs-up
for every response**

What will you be remembered for?

Canva



Be remembered internal assets

Animated Socials 1080x1080

**Be remembered
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**Be remembered
for even more than
using a thumbs-up
for every response**

Canva



Be remembered internal assets

Animated Banner 300x250

**Be remembered
for even more than
leaving your laptop
on the train**

Canva

E Signature

What will you be remembered for?

Canva

CHARITY LOGO
TO GO HERE



Be remembered internal assets

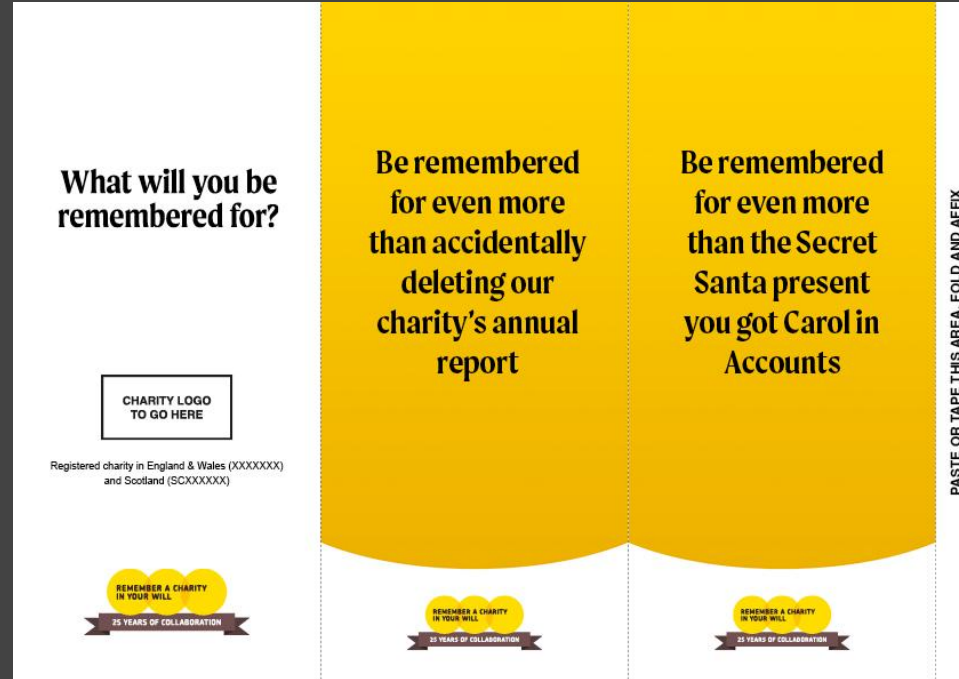
Bookmark 160x55



Canva

Be remembered internal assets

Table Top Standee 210x99 (A4 Folded)



Be remembered internal assets

PPTX Games Quiz Slides 1920x1080

Be remembered quiz

Can you work out who will be remembered for these iconic moments, roles and events?

1. Who will be remembered for her Eras World Tour in 2023-24?
2. Who will be remembered for their terrible break-dancing at the 2024 Olympics?
3. Who will be remembered for wearing a Union Jack dress at the Brit Awards in 1997?
4. Who will be remembered for being the main star of the UK Apprentice?
5. Who will be remembered for writing and starring in the TV series Fleabag?

What will you be remembered for?



Be remembered quiz

Can you work out who will be remembered for these iconic moments, roles and events?

6. Who will be remembered for running the entire length of Africa in 2024?
7. Who will be remembered for being the shortest serving UK Prime Minister?
8. Who will be remembered for winning the Premier League 2024/25 season?
9. Who will be remembered for stopping Chris Rock at the Oscars in 2022?
10. Who will be remembered for his Galaxy Golf?

What will you be remembered for?



Be remembered quiz

Can you work out who will be remembered for these iconic moments, roles and events?

11. Who will be remembered for winning the Women's Tennis US Open in 2021?
12. Who will be remembered for playing Mick Carter in Eastenders?
13. Who will be remembered for painting 'The Flower Thrower' in 2007?
14. Who will be remembered for her safety pin dress in 1994?
15. Who will be remembered for their Best Summer of 2024?

What will you be remembered for?



Be remembered quiz

Can you work out who will be remembered for these iconic moments, roles and events?

16. Who will be remembered for queue jumping at the Queen's lying in state?
17. Who will be remembered for being the two people involved in the Vegasgate Creative scandal?
18. Who will be remembered for being Britain's first ski jumper at the 1988 Winter Olympics?
19. Who will be remembered for creating art by placing a shark in formaldehyde?
20. Who will be remembered for playing Harry Potter in the film franchise of the same name?

What will you be remembered for?



Be remembered quiz

Answers to all the questions below:

1. Taylor Swift, 2. Ray Gun, 3. Geri Halliwell, 4. Lord Alan Sugar, 5. Phoebe Waller-Bridge,
6. Hendrix Gerson, 7. Liz Truss, 8. Liverpool FC, 9. Will Smith, 10. Ed Sheeran, 11. Emma Raducanu,
12. Danny Dyer, 13. Shirley, 14. Liz Hurley, 15. Christo/Joan, 16. Phoebe Schellard & Holly Wootledge,
17. Gabby Rooney & Rebecca Vardy, 18. Eddie the Eagle, 19. Damien Hirst, 20. Daniel Radcliffe

What will you be remembered for?



Be remembered internal assets

PPTX Games Bingo, Remembered For 1920x1080

Buzzword bingo

Listen out for these words during the meeting. First, who can get a vertical or horizontal line.
Secondly, who can get a full house before anyone else?

Legacy Giving	Digital-first	Future-proof	Storytelling
Income Generation	Governance	Outputs	Innovation
Pivot	Authenticity	Safeguarding	ROI
Supporter Journey	Inheritance Tax	Organic	Baby Boomers

What will you be remembered for?



Most likely to be remembered for...

Amongst your colleagues and/or those in the room who would be
the most likely to be remembered for these traits?

- Being the best dressed
- Making the worst cup of tea
- Being the loudest crisp eater
- Most toddler/cat/dog cameos on zoom
- Most prolific social media user
- Wearing pyjamas on a work call
- Bringing in the best home bakes
- Taking the longest tea breaks
- Having the best weekend stories
- Telling the best jokes

What will you be remembered for?



Be remembered internal assets

PPTX Games Famous Legacy Slides 1920x1080

Famous legacies

Can you work out which celebrity left these legacies in their Wills?

1. Which American Soul singer famously left her hand written Will hidden down the side of her couch for safety?
2. Which famous Liverpoolian entertainer left a considerable legacy to different animal charities in his Will in 2023?
3. The Mill Charitable Trust received a substantial legacy in 2016 from which famous UK Pop Singer?
4. Which early 20th century performer left instructions in his Will for his wife to conduct a yearly séance with him?
5. Which talent show host has repeatedly stated that his family will not inherit his fortune?

What will you be remembered for?



Famous legacies

Answers to these famous legacy questions below:

1. Aretha Franklin
2. Paul O'Grady
3. George Michael
4. Harry Houdini
5. Simon Cowell

What will you be remembered for?

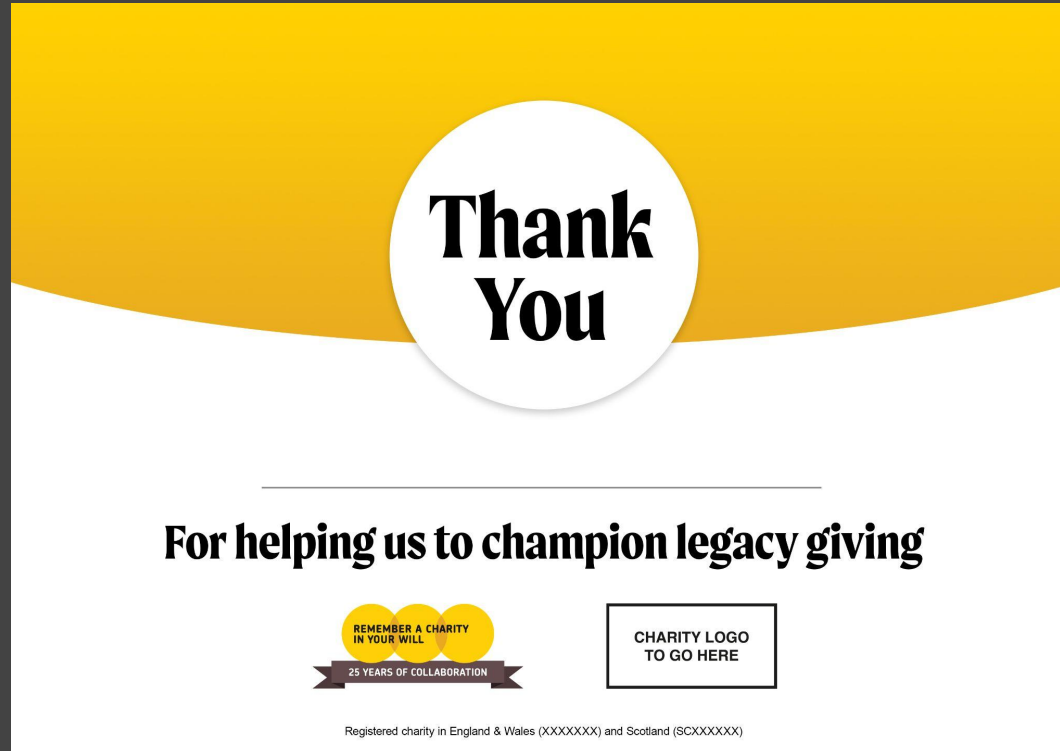


Be remembered internal assets

PPTX Games Slides Blank 1920x1080



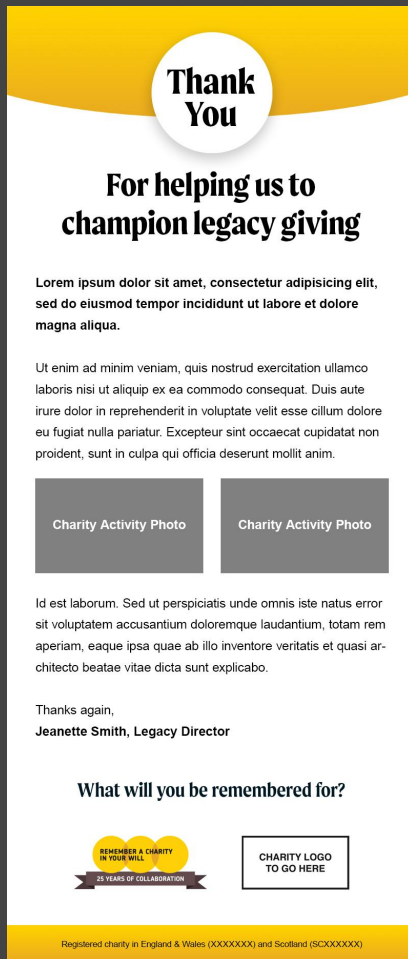
Be remembered internal assets



Certificate A4



Be remembered internal assets



Email



Be remembered internal assets

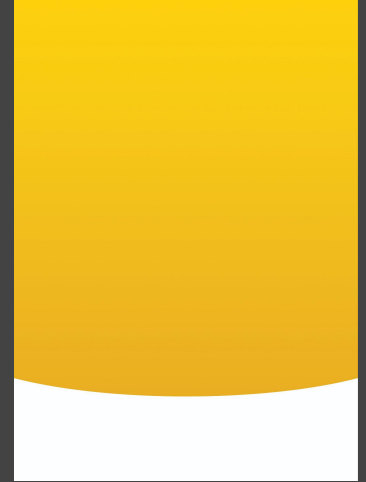
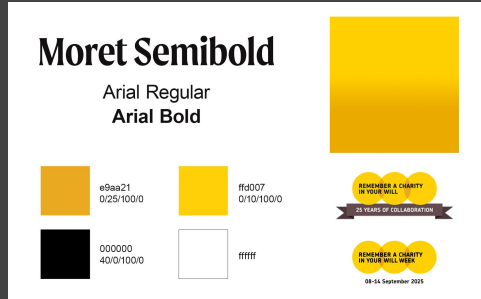


[Download assets](#)



Be remembered internal assets

Useful Assets



[Download assets](#)

What will you be
remembered for?

What will you be remembered for?

What will you be
remembered for?

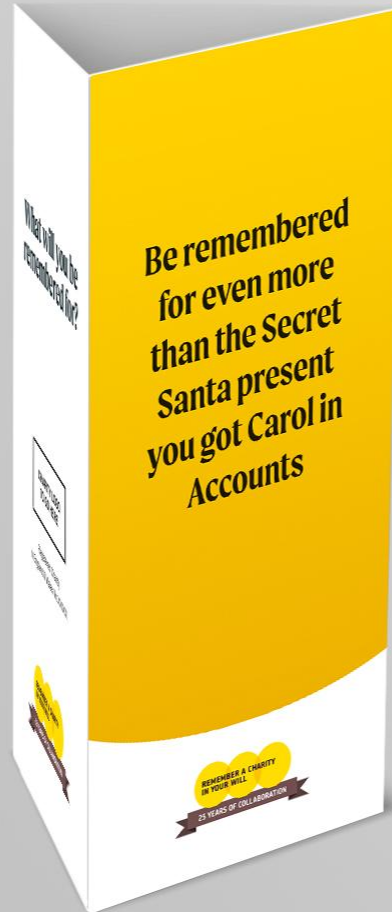
What will you be remembered for?



Be remembered internal assets



Be remembered internal assets



Be remembered internal assets



**Be remembered
for even more than
leaving your laptop
on the train**



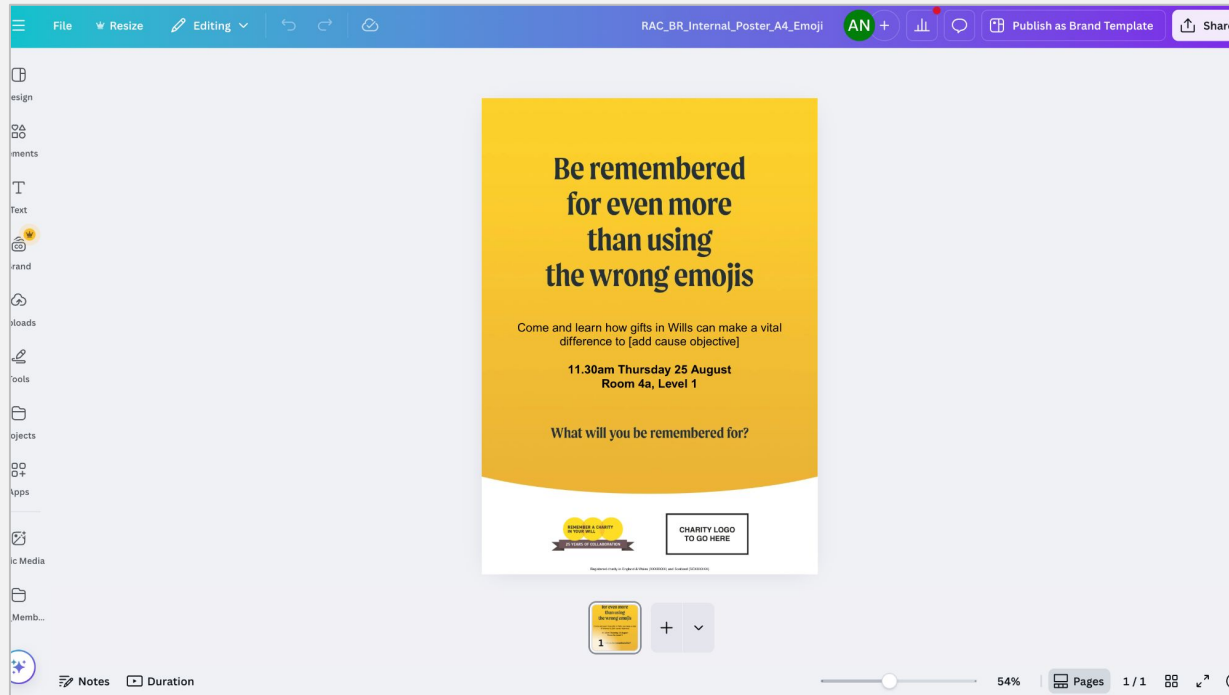
Be remembered internal assets



Be remembered internal assets



Be remembered internal assets Canva video tutorial



**Watch video
tutorial**

Thank You

We hope you have found these campaign guidelines useful.

We encourage you to make the most of these assets and go big this Remember A Charity Week.

We look forward to seeing your campaigns go live and hope our 2025 campaign inspires some valuable legacy conversations.

In the meantime, if you have any queries or any other questions, please drop us a line:

info@rememberacharity.org.uk