



# Remember A Charity Week 2025

## Campaign Supporter Toolkit

# About Remember A Charity Week

As a Campaign Supporter, each September you can join charities, fellow advisers and partners from across the UK as we unite to inspire more people to consider remembering a charity in their Will.

Over time, we're seeing [more and more people choosing to give in this way](#). By letting your clients know that it's an option, after looking after loved ones, you can help them to continue supporting the causes they care about.

Remember A Charity Week is a great opportunity to promote the importance of having an up to date Will, as well as opening up client conversations around charitable estates and any relevant tax breaks.



<sup>1</sup> Remember A Charity, OKO, 2024

# This year's campaign

**This year's Remember A Charity Week takes place from the 8<sup>th</sup>-14<sup>th</sup> September.**

During the week, we'll be building on our popular consumer campaign theme 'Be remembered'. Designed to create a conversation about what we leave behind, and to celebrate the small but special things we remember about our loved ones, the campaign aims to inspire people to consider their own legacy.

We'll also be taking the opportunity, alongside our member charities, to say a heartfelt thank you to the people who have made their vital work possible through including a charitable gift in their Will.

As a valued Campaign Supporter, we're inviting you to share the legacy message far and wide during the week - and beyond!

**REMEMBER A CHARITY  
IN YOUR WILL WEEK**

**08-14 September 2025**



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

# Importance of charitable legacies



Legacies are a vital source income to UK charities, generating over £4 billion for good causes each year. In recent years, those donations have sustained charities and funded vital services across the country, including:

- 6 out of 10 RNLI rescue launches would not be possible without charitable gifts in Wills.
- Charitable Gifts in Wills fund over a third of Marie Curie hospices.

**But...** although we are a charitable nation, many don't think to include a charitable donation when writing their Will.

# How you can get involved

# Show your support for charity

As a Campaign Supporter, we encourage you to use your exclusive logo to promote your support for the campaign and charities all year round, but in particular during Remember A Charity Week.

Download the logo [here](#).

## Where to use this logo

Why not use the logo on your website, your social media and email signatures?



# Customisable and ready-to-use assets

Designed to get more people talking about legacy giving, we're pleased to share with you a range of ready-to-use assets to help you spread the word and show your support. This includes:

- **Remember A Charity Week logo** – download [here](#)
- **Social media assets and print-ready poster** – download [here](#)

But that's not all!

This year, we're also providing you with the opportunity to make the campaign your own through a suite of customisable assets – offering you the option to add your brand colours, imagery, and taglines to maximise your impact this Remember A Charity Week.

**Access your asset templates [here](#)**, and check out **our guide on how to customise them on Canva [here](#)**. Please do let us know if you have any queries - we're happy to help!

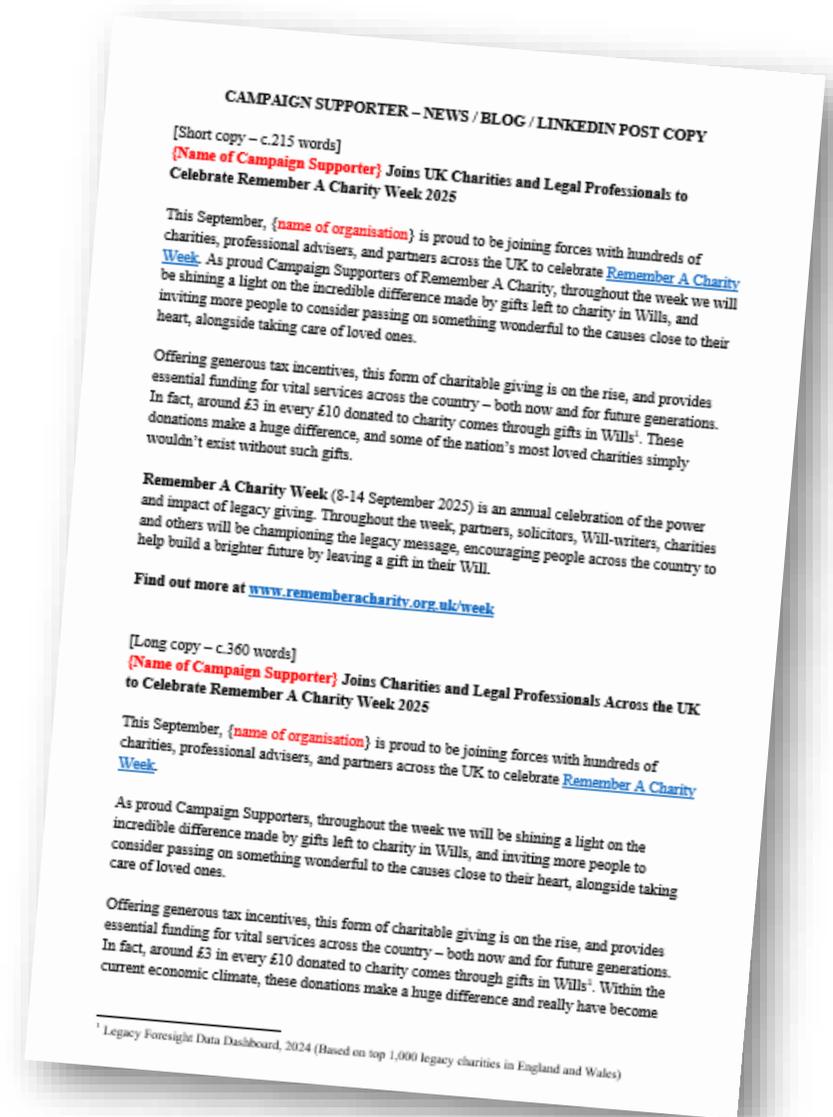


# Blog/email/news story template

To help you spread the word about your support of Remember A Charity Week, why not write a blog, send out a newsletter, or share on social media exploring why you're championing legacies?

Download the template copy [here](#) – and don't be afraid to amend the copy to fit your organisation's tone of voice as required.

Let us know if we can help provide any extra background information – we're here to help!



# Template social media posts



Here are some template posts to use on your social channels (download the accompanying image assets on [page 7](#)). Please do feel free to adapt and make these your own!

- *Did you know that you can include a gift to charity in your Will once your loved ones are taken care of? There are even some inheritance tax advantages of doing so. Find out more here: [\[link to your website\]](#) #RememberACharityWeek*
- *This #RememberACharityWeek, we're reminding our clients to consider including a gift in your Will to a charity you care about, after taking care of your loved ones. Find out more at [rememberacharity.org.uk](http://rememberacharity.org.uk) @remembercharity #giftsinwills*
- *Will you #beremembered for supporting the causes you love? This #RememberACharityWeek, as proud Campaign Supporters of @remembercharity we're celebrating the incredible impact of #giftsinwills, which help charities continue their vital work for generations to come. Learn more: [rememberacharity.org.uk/week](http://rememberacharity.org.uk/week)*

Please tag us so we can share too: LinkedIn – [Remember A Charity](#), Bluesky - [@rememberacharity.bsky.social](https://bsky.social/@rememberacharity), X - [@RememberCharity](#), Facebook – [Remember A Charity](#), Instagram - [rememberacharity](#)

# Webinar: how to make the most of the Week

[Check out the recording](#) of our Campaign Supporter webinar - where Eleanor Evans, Partner at Campaign Supporters Hugh James, Gareth Wisdom, Partner and Head of Wills and Estate Planning at Hugh James, and Yasmin Hoque, Founder and Partner at Campaign Supporters AL-HQ Law & More, explore:

- How you can use Remember A Charity Week to promote your Will-writing services
- Using social media, blogs, and other programmes to open up conversations about gifts in Wills
- The client conversations you can expect to have during the Week

# Share our How-to videos



Our popular short videos, presented by Janet Ellis, are an easy way for clients to learn more about gifts in Wills and the importance of Will writing.

Find them all on our [playlist](#).

# Want to do more?

If you would be willing to share a quote, case study, or message of support explaining why you're supporting Remember A Charity Week, we'd love to hear from you.

[Contact us today](#) so we can shine a light on your examples and experiences.



# Thank you for your support

If you have any questions, we would love to hear from you.

Contact us at: [info@rememberacharity.org.uk](mailto:info@rememberacharity.org.uk)

Don't forget to follow us on social media to keep up to date:

[LinkedIn](#)

[Bluesky](#)

[X/Twitter](#)

[Facebook](#)

[Instagram](#)