

# Membership Benefits

## Join us to be part of the sector-wide movement to grow the legacy market and to help strengthen your legacy income

Legacy income is changing the future of charitable services across the UK. Bringing in £3.4 billion<sup>i</sup> of vital funding annually, gifts in Wills enable charities to strengthen their core funding and resilience for the years ahead. And with appetite for legacy giving reaching a record high, that income is predicted to boom, raising £43 billion<sup>ii</sup> over the next decade.

### How can you be part of this change?

Join Remember A Charity, collaborating with us to normalise legacy giving and gain exclusive resources to support you in your legacy fundraising.

## As part of the Remember A Charity consortium, you can:

- ✓ Take part in our high-profile consumer awareness campaigns
- ✓ Maximise exposure for your charity among the Will-writing public
- ✓ Share and exchange legacy insight with your peers
- ✓ Gain a voice in our lobbying agenda to protect the tax incentives and enhance the wider legacy giving environment
- ✓ Access members-only fundraising resources that enable you to make our campaign messaging your own

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

## Resources and discounts for members include:



- ✓ Ready-to-use toolkit of promotional assets for your legacy fundraising campaign
- ✓ Participation in Remember A Charity Week each September, including a toolkit of campaign resources
- ✓ Promotion of your charity and your legacy stories via our digital channels, helping you reach new audiences
- ✓ Member events to learn best practice and network with your peers
- ✓ Regular updates on relevant policy and lobbying activity
- ✓ Access to exclusive resources and research for Remember A Charity members
- ✓ A 20% discount on Will-writing for your supporters – offered via Co-op Legal Services
- ✓ £50 discount on your first year of membership of the Institute of Legacy Management

See more at [rememberacharity.org.uk/membership](https://rememberacharity.org.uk/membership)

## What are we doing to grow the market?

When you join Remember A Charity, **your voice adds to our collective strength to grow and normalise legacy giving.** But how do we use that voice and how do we drive change?

As a consortium of 200 charities, we do what no organisation can do alone – we combine our strength to showcase the importance of legacy giving and to build reach, influencing the public, government, professional advisers and other key partners to take action.

**People with an awareness of Remember A Charity are TWICE as likely to have left a legacy gift.\***

## Reaching and engaging the Will-writing public

**Delivering targeted consumer campaigns all year round**, which peak during Remember A Charity Week each September, we inspire the public to leave a gift in their Will. Our promotional film in 2021, featuring the Wombles, reached 2.3 million baby boomers.

**73% of professional advisers now highlight the option of legacy giving with clients & we've seen a 50% increase in the proportion of professionally-written Wills that include a charitable gift since 2014.\*\***

## Embedding charitable giving in the Will-writing process

We partner with leading legal firms and professional bodies to **embed charitable giving in Will-writing**, offering guidance and resources for solicitors, Will-writers and financial advisers. Through our Campaign Supporter scheme, almost 1,000 legal advisers have committed to reference the option of leaving a gift when advising clients about end-of-life planning.

## Lobbying government to protect legacies

Working with policymakers and lobbying government, we challenge them to protect vital tax reliefs on legacy giving and to resolve probate delays, so that income from legacies can continue to flow. We provide our members with regular and exclusive updates to help you plan for the future, **giving you a seat at the table to voice concerns or identify opportunities for growth.**

**“We have a unique opportunity to significantly grow the legacy market over the next few years, providing opportunities for all charities to generate significantly more income. We will only do this effectively, however, by collaborating and working together. Remember A Charity is the best place to do this.”**

Craig Fordham, Director of Operational Delivery & Legacies, Macmillan Cancer Support

## Join us to be part of the change

Get in touch today to find out more about joining! New members can choose from two new joiner membership offers: **first year 20% discount or 15 months for the price of 12.**

**Get in touch at [info@rememberacharity.org.uk](mailto:info@rememberacharity.org.uk)**

i Smee & Ford, 2021 ii Legacy Foresight, 2021 \*Remember A Charity Consumer Benchmarking Study 2022, OKO  
\*\*Remember A Charity Professional Adviser Benchmarking Study 2022, Savanta.