

Campaign Supporter

Welcome pack



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

Contents

- 3** About Remember A Charity
- 5** Why are gifts in Wills so important?
- 8** Practical tips for raising the topic with clients
- 12** Resources, tools and ways to get involved
- 16** A reminder of your benefits

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

Introduction

Thank you for joining as a Campaign Supporter!

At [Remember A Charity](#), our goal is to ensure that everyone knows that they have the option to support the good causes they care about in their Will, alongside their loved ones. This means making sure they have access to the guidance and support they need from professional advisers like you.

By joining our Campaign Supporter scheme and making your clients aware of the option of supporting good causes, you can help them to achieve an even more fulfilling and empowering legacy. Thank you for your support.

Please share this welcome pack with your colleagues - and do [get in touch](#) if you have any questions. We'd be happy to help!

About Remember A Charity



Remember A Charity is a consortium of 200 UK charities, working together with the legal and financial sector, government and campaign partners to raise awareness and build understanding of charitable gifts in Wills.

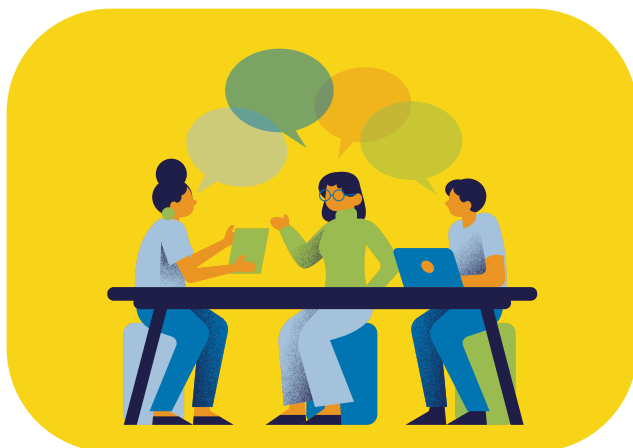
We work to inspire everyone to consider remembering the causes they care about from their Will - and to help ensure they have the support they need to achieve their final wishes for good causes and loves alike.

[Find out more about our work here](#)

Our Campaign Supporter scheme

CAMPAIGN SUPPORTER

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



Our Campaign Supporter scheme includes over 900 solicitor firms and other qualified Will-writing practitioners, who make an organisation-wide commitment to always make relevant clients aware of the option of including a gift to charity in their Will.

This simple act helps to normalise legacy giving across the UK, generating vital funds for charitable and community services.

There's no fee to take part and we provide support and practical resources to help you and your colleagues raise charitable legacies with clients. Campaign Supporters are also featured in our online Will-writing directory.

Read on for more...

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

Why are gifts in Wills so important?

Why is it important to your clients?

Our research shows that **40% of people** would like to leave a gift to charity in their Will after taking care of loved ones, but only **7% currently do**. In other words, public appetite is high but often it just doesn't occur to clients at the time of writing their Will.

As a Campaign Supporter, you are helping to address this disconnect by raising awareness and increasing understanding among your Will-writing clients. In fact, our [behavioural insights research](#) shows that when an adviser mentions the option to clients, they are twice as likely to include a charity in their Will. So, you can make a crucial impact.

What's more, the public tells us that they want to understand all their options and be able to consider all those things they care about when planning their Will.



Source: Savanta / Remember A Charity Professional Adviser Benchmarking Report, 2025

What it means to charities

Legacies are a vital and deeply valued source of income for UK charities, raising around £4.5 billion for good causes each year. In recent years, those donations have sustained vital services across the country, funding:

- 6 out of 10 RNLI lifeboat launches to save lives at sea
- More than half of the British Heart Foundation's income, helping to keep hearts beating
- Transformational impact for an increasing number of small and local charities

To find out more about the impact of gifts in Wills, take a look at our [Great Map of Willanthropy](#)



Practical tips for raising the topic with clients

Talking charitable gifts in Wills with clients

Our latest benchmarking research showed that 77% of professional advisers *always or sometimes* mention the option of charitable gifts to their Will-writing clients. But there are many ways of doing so.

Advisers will often reference that many clients choose to leave a gift and ask if they have any causes that they are passionate about. Others will highlight the tax incentives or approach it from the context of a replacement or fall back beneficiary.

[Take a look at our conversation guide for further options when discussing charitable legacies.](#)



Source: Savanta / Remember A Charity Professional Adviser Benchmarking Report, 2025

Understanding different charitable legacy structures



If you'd like to brush up on your legacy knowledge and understand more about different charitable legacy structures, this factsheet is a good place to start.

[Read our factsheet on the different structures](#)

In this webinar, Eleanor Evans TEP of Hugh James and Yasmin Hoque of Elite Law Solicitors explore the common forms of gifts in Wills as well as more complex legacy structures and Sharia-compliant Wills, helping advisers build confidence in discussing these options with clients.

[Watch the webinar here](#)

“

“Our priority is providing clients with the support they need to make informed decisions about the legacy they leave behind, and ensuring their wishes are respected.

“Being a Remember A Charity Campaign Supporter was a natural step for us, and we are proud to be helping clients realise their ability to support causes close to their heart beyond their lifetime.”

-Yasmin Hoque, Senior Private Wealth Solicitor at Elite Law Solicitors



Resources, tools and ways to get involved

Your free tools and resources

From webinars and draft press releases, to our guide to talking about charitable legacies, we provide guidance and support to help you approach conversations about charitable estates, along with timely news and updates.



Campaign Supporter Hub

Visit our Campaign Supporter webpages for [a range of resources](#) to help you start these important conversations, including research, top tips and webinars.



Monthly Bulletin

Sign up to our [monthly professional adviser bulletin](#) for all the latest news and developments in the world of gifts in Wills.



Legacy Friends Network

Join our [Legacy Friends Network](#) on LinkedIn, where you can share knowledge, ask questions, and collaborate with your peers.

Promotional assets



**REMEMBER A CHARITY
IN YOUR WILL WEEK**

Remember A Charity Week

Take part in our annual awareness-raising week in the second week of September. As a Campaign Supporter, you will receive exclusive resources to help you promote the benefits of an up-to-date Will.

[Find out more](#)



Promotional assets

Access promotional materials that you can use all year round - including your Campaign Supporter or Charity Champion logo, news templates, sample social media posts and more.

[Download your resources here](#)



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

Quick wins

Here are four quick and easy steps you can take to help you spread the word.

- ▶ Include the charitable option in any Will-writing questionnaire or checklist for clients
- ▶ Add the [Campaign Supporter or Charity Champion logo](#) to your website
- ▶ Post an announcement about joining Remember A Charity on your social channels, on your website and in client newsletters – [you'll find some template copy here](#)
- ▶ Share this welcome pack with your colleagues



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

A reminder of your benefits

- ✓ **Free listing on our public directory**
As a Campaign Supporter, your office will be displayed on our Solicitor and Will-writing directory. Our website attracts thousands of visitors each month - all with an interest in charitable estates.
- ✓ **Exclusive For Legal discount**
We're proud to partner with online training provider For Legal to offer you 50% off their premium plans, helping you to complete your CPD requirements and to build your knowledge.
- ✓ **Logos and assets to show your support**
Use of the Campaign Supporter logo and other assets helps to convey to existing and potential clients your Will-writing expertise and support for the nation's charities.

[Explore your Campaign Supporter benefits here](#)

Thank you!

Remember A Charity is part of the Chartered Institute of Fundraising, which is incorporated by Royal Charter (RC000910) and is a charity registered in England and Wales (No. 1188764) and Scotland (No. SC050060)

© Copyright Remember A Charity 2026

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