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

Your Conversation Guide: Charitable Gifts in Wills

Talking with clients about charitable giving can feel like a sensitive or personal matter, but it's a fundamental part of Will-writing. Knowing how to approach and frame legacy giving with your clients will help ensure it's a natural and empowering aspect of estate planning. Here are some key points to consider:

Giving clients all their options

Making sure clients know they have the option to leave a charitable gift is important as many people simply don't realise they can donate in this way or understand how it works. A good way to ensure this is always covered is to include the charitable option in any new client questionnaires and checklists for review meetings.

Standard practice

It's helpful to let your clients know that they are not alone - many clients choose to include their favourite charities in their Will. (You can find out more about our social norming studies here.) They don't have to have a huge estate to make a difference - no matter the size of the gift or their choice of charity, every donation can help make a lasting impact on the causes they care about.

Family comes first

Most people will want to make sure their loved ones are taken care of first and foremost, so it's important to communicate that charitable gifts can fit around their wishes for family and friends. It's worth highlighting the benefits of residuary gifts, which can make a crucial difference, whilst keeping donations proportionate to gifts for loved ones.

Tax benefits

Although it's often not the motivation for leaving a charitable gift, there are generous tax incentives in place for those who make this choice, which are always worth highlighting to clients whose estates could be taxable.

A change in circumstances

Charities will often come into the equation too when clients consider what should happen if their circumstances change, for example, in the event of marital changes or their preferred beneficiary passes away. In such cases, clients may wish to include their favourite charity as a replacement beneficiary or fall back option.

Getting the conversation started

When it comes to raising the option of charitable giving, every adviser will have their own approach. Here are some of the ways you may wish to introduce the topic:

- Many of our clients like to leave money to charity in their Will. Are there any causes you are close to?
- There are generous tax incentives on estates that include a gift to charity, is this something that you'd like to find out more about?
- After you have taken care of family, would you like to leave a gift to any causes that are close to your heart?
- I know you referenced that you're [a charity trustee / involved with local charities / close to a number of charitable causes], is that something that you'd like to reflect in your Will / estate plan?

Remember, if your client chooses to leave a gift, you will need to record the full charity name, registered address and charity number. Here in the UK, you can check the relevant details with the Charity Commission for England & Wales, Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator - or explore our Find A Charity directory here.

> “*It's important to talk to clients about leaving gifts to charity in their Will because so many already give regularly or take part in fundraising events, yet it simply doesn't occur to them to consider a legacy or a share of their estate in the same way. It's an easy thing to overlook when you're focused on family and practicalities. I also raise the option of naming charities as replacement beneficiaries, or including them as part of a trust under the Will — it means a client's wishes are honoured no matter how circumstances change, and it gives their favourite causes a lasting place in their legacy.*”
> — **Michael Culver, Managing Director, Culver Law Ltd**

Find out more at:

rememberacharity.org.uk/advisers