

Remember A Charity Week 2026

Campaign Supporter Toolkit



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

Contents

- 3** [About Remember A Charity Week](#)
- 4** [How you can get involved](#)
- 6** [Ready-to-use promotional assets](#)
- 12** [Customisable assets](#)
- 16** [Key information and benefits](#)

REMEMBER A CHARITY
IN YOUR WILL WEEK

07-13 September 2026

Introduction

Thank you for being a valued Campaign Supporter – we are delighted to introduce your asset pack for this year's Remember A Charity Week!

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.

This toolkit aims to help you bring legacy giving conversations to life during and around the national awareness week for charitable legacies – Remember A Charity Week (07-13 September 2026).

Please do [get in touch](#) if you have any queries – we're always happy to help.

About Remember A Charity Week



**REMEMBER A CHARITY
IN YOUR WILL WEEK**

07-13 September 2026

Remember A Charity Week is the national awareness week for charitable legacies. The week brings together our network of 200 charities, professional advisers and partners from across the UK to build understanding and awareness of the opportunity of leaving a charitable gift in their Will, alongside family and friends.

The week can be an ideal opportunity for advisers like you to engage and attract clients to write or review their estate plan, helping them reflect on all their options.

As a Campaign Supporter, you have access to exclusive Remember A Charity Week resources to help you open up conversation about gifts in Wills, as summarised in this toolkit.



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

How you can get involved

5 easy ways to get involved

- 1 Use Remember A Charity Week branding on any client newsletters, social posts, webpages and your email footer.
- 2 Display campaign materials in your office to help get the conversation started with clients and colleagues.
- 3 Write a blog or press release about charitable gifts in Wills, using Remember A Charity Week as your hook (templates included in this pack).
- 4 Host a Will-writing or legacy giving webinar or briefing for clients
- 5 Be an internal advocate - run a session on charitable gifts in Wills for colleagues or peers.



Ready-to-use promotional assets

Show your support

In the build-up to the week why not use the Remember A Charity Week logo on your website, social posts and your email signatures or client mailings?

[Download the Remember A Charity Week logo here](#)

Remember too that your Campaign Supporter badge is available for you to use all year round, indicating that your organisation can offer advice to clients wishing to write or update a charitable Will.

[Download your Campaign Supporter badge here](#)



07-13 September 2026



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

Blog, email or news story template



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

You can [download the template copy here](#), tailoring it to fit your organisation's tone of voice.

The copy is ready for you to use today. How will you share the news?

Template social media posts

Here are some sample posts to use or adapt on your social media channels:

Did you know that you can include a gift to charity in your Will alongside your loved ones? There are even some inheritance tax advantages of doing so. Find out more here: [link to relevant webpage, blog or Remember A Charity Week website] #RememberACharityWeek

We're proud to be joining forces with hundreds of charities, professional advisers, and partners this #RememberACharityWeek to celebrate the incredible impact of charitable gifts in Wills for good causes across the UK, and to inspire more people to consider remembering good causes alongside their loved ones. How will you #BeRemembered? Find out more at: www.rememberacharity.org.uk

This week is #RememberACharityWeek! It's a great time to review your Will and to consider how you might support good causes alongside your loved ones. We're here to help you shape your legacy. Get in touch today! [link to your website]

Don't forget to add the hashtag

#RememberACharityWeek so we can share your posts

What's My Legacy Campaign

During the week itself, we'll be inspiring people to share how they wish to be remembered with the hashtag #WhatsMyLegacy. This is a great opportunity for you to get involved, opening up conversation with clients and peers.

This press release can be used on your website, blog or other channels. Please note that the What's My Legacy campaign is embargoed to 7th September 2026, meaning that the story cannot be published before then.

[Download your template press release here](#) – you can edit the copy to suit your messaging.



**Please remember that the press release is
embargoed to 7th September**

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

Ready-to-use promotional materials



Designed to get more people talking about legacy giving, here are some ready-to-use promotional materials to help you spread the word and show your support.

This includes imagery to use on social media and a print-ready poster.

[Download your WILL YOU ready-to-use assets here](#)

Customisable assets

Make it your own

With our customisable assets, you can tailor the messaging, brand, colours and imagery to make it your own. This includes some light-hearted Be Remembered branded imagery, alongside our fully customisable WILL YOU range.

Explore your assets on the following pages and you can use this guide on how to customise them on Canva - [download your guide here](#).

Please do let us know if you have any queries - we're happy to help!



Be Remembered posters

These light-hearted Be Remembered posters can be tailored so that your logo sits alongside ours. They can be displayed from the start of the week onwards, long beyond Remember A Charity Week – a great conversation starter!



[The Gamer](#)



[The Wanderer](#)



[In Tandem](#)

Please note: These posters can be displayed from
Monday 7th September 2026 onwards

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

WILL YOU customisable assets

Our Will You range of assets is fully customisable. You can add your own picture, key messaging, your branding, colours and contact information as needed. This includes an editable poster, table top standee, gif and email signature banner, as shown below.



Poster

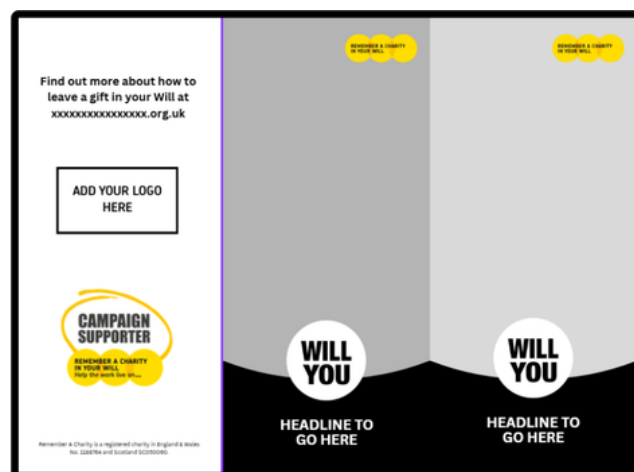
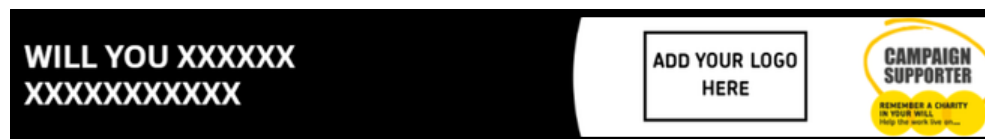


Table top standee



Social GIF



Email Banner

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

Key information and benefits

Tips for getting the conversation started



There are many ways you might bring up the topic of charitable legacies during Will-writing and estate planning, but we know that some advisers find it easier than others.

That's why we've put this put together a guide on when and how to talk to clients about legacy giving, to give you the tools to approach the conversation with confidence.

[Access the guide here](#)

Understanding different charitable legacy structures



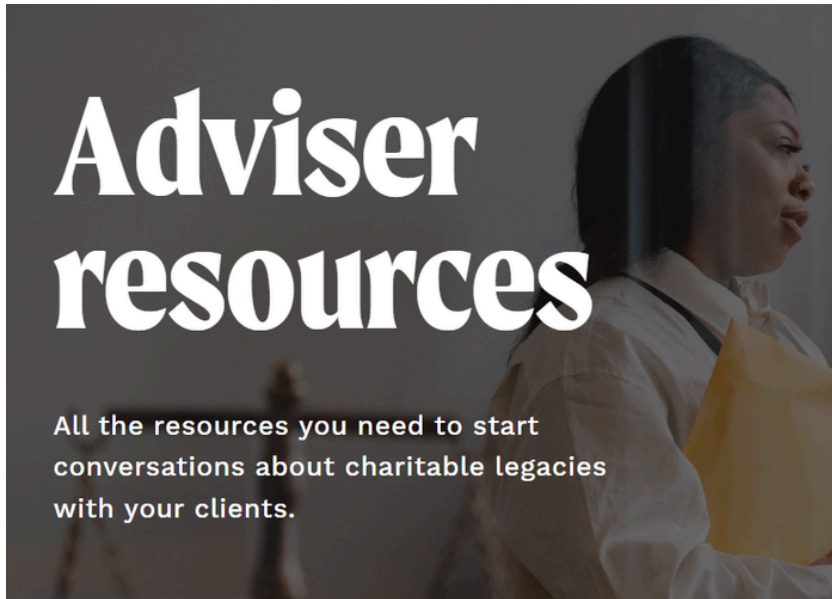
If you'd like to brush up on your legacy knowledge and understand more about different charitable legacy structures, this factsheet is a good place to start.

[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](#)

Essential resources



As a Campaign Supporter, you have access to a wide range of resources, designed to help you raise the topic of charitable legacies with clients – this includes key information about charitable legacies, new research and other promotional assets you can use throughout the year.

[Explore our Campaign Supporter Hub here!](#)

About 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 featured in our online Will-writing directory.

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

A reminder of your Campaign Supporter 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...