

Remember A Charity Week

Information for member charities

About Remember A Charity Week

Each September, our charity members come together with our key strategic partners and 900+ Campaign Supporters from across the legal sector, to celebrate and promote the impact and importance of gifts in Wills during [Remember A Charity Week](#).

Every year, more and more people are leaving a gift to charity in their Will. Remember A Charity Week is a great opportunity to celebrate the impact of these gifts, and to ask your supporters to consider leaving a gift to your charity, alongside their loved ones.



08-14 September 2025

How you can get involved

Your customisable campaign assets

Member charities can access a suite of promotional assets to customise with your own messaging, imagery, and branding - for use throughout the Week and beyond.

This includes two types of consumer-facing assets:

- 'WILL YOU' assets, featuring a direct call to action
- 'Be remembered' assets - these take a more humorous approach, tying in with our wider advertising campaign

We also offer a range of internal assets, aiming to help you engage colleagues with legacies and build support across your organisation.

View your customisable asset templates, along with accompanying guidance, [here](#).



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

Remember A Charity Week logo



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Use the Remember A Charity Week logo in both your external and internal comms throughout the Week.

Download [here](#).

Spread the word on social media



Here is some suggested copy for you to post across your social media channels during the week:

- *Did you know that you can support our vital work through leaving a gift to [our charity/charity name] in your Will? If your life has been touched by our work, please consider including a gift in your Will, after taking care of family and loved ones. Find out more here: [link to your website] @remembercharity #RememberACharityWeek*
- *This #RememberACharityWeek, we're celebrating amazing Willanthropists - whose generosity lives on through gifts in Wills. By choosing to #BeRemembered for compassion, change, and a better future, they're leaving a lasting impact on the causes they care about most. How would you like to be remembered? Find out more: [insert your legacy page, a donor story, or use www.rememberacharity.org.uk/about-us/remember-a-charity-week] @remembercharity #GiftsInWills #BeRemembered*
- *WILL YOU pass on something wonderful? This #RememberACharityWeek please consider leaving a gift in your Will to [charity name here]. Gifts in Wills [fund/could fund x% of our work/project examples], and with your support we can [example of goal/aim of charity]. [link to your website] @remembercharity #giftsinWills*

Don't forget to tag us on social media so we can share too:

Twitter - [@RememberCharity](https://twitter.com/RememberCharity)

Facebook – [Remember A Charity](https://www.facebook.com/RememberACharity)

LinkedIn – [Remember A Charity](https://www.linkedin.com/company/RememberACharity)

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Our consumer campaign: Be Remembered

This year, we're building upon our successful ['Be remembered' consumer campaign](#).

Focusing on the distinctive characteristics that we remember about our loved ones, the campaign celebrates those special stories, silly moments, and quirky hobbies and uses them as a springboard to also remember a charity in a Will.

Through using humour to open up conversations with loved ones, we aim to inspire people to leave their own gift.

We look forward to introducing new faces/ scenarios throughout the Week, so stay tuned and keep an eye on our social channels.



Share our campaign videos

You are also invited to share our [Will You Scottish Will You](#), and [How To](#) videos, to help prompt consideration of leaving a charitable gift and to answer some common questions people may have.

Over half a million
YouTube
views to
date



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Map of Willanthropy



We've created an interactive digital map, hosted on the Remember A Charity website to help showcase the amazing work our members do around the world, demonstrating the vital importance of legacies in funding charitable services.

Each member charity can add up to 10 pins on the map – all you have to do is complete one information form per pin.

Find out more [here](#).

Boost internal engagement

Remember A Charity Week is not only a great opportunity to boost engagement externally, but also internally.

Ensuring that legacies are a central part of your charity's interaction with supporters at all touchpoints helps to further unlock the huge potential of legacy giving.

Why not check out the top tips and ideas we've compiled within your [internal engagement pack](#), as well as encourage colleagues to add the Remember A Charity Week logo to their e-footer during the week.



Share how you're using the Week

Whatever it is you have planned this Remember A Charity Week, we'd love to hear all about it!

[Get in touch with us](#) to share your stories of activities, social posts and more so that we can share and help enhance your reach.



Thank you

If you have any queries, please contact us at

info@rememberacharity.org.uk