

Activation Pack

Member Campaign 2026

What will you be remembered for?

REMEMBER A CHARITY
IN YOUR WILL

Contents

Introduction

WILL YOU?

Be remembered

Canva templates & personalisation

10 tips for using your assets

Writing copy for social

Alt text

Social media tips

Other channels & internal comms

Introduction

Thanks to your feedback, we've expanded our range of customisable assets with even more of the resources you've been asking for. From vertical video assets to Zoom and Teams backgrounds, you'll now find more ways than ever to help raise awareness of legacy giving among both supporters and colleagues.

We encourage you to make the most of these new resources and maximise your impact during Remember A Charity Week.

External assets for current and future supporters

We've developed two distinct types of consumer-facing assets that you can personalise with your charity's branding and messaging:

- **WILL YOU assets** — our proven, direct call-to-action creative designed to prompt supporters to consider leaving a gift in their Will.
- **'Be remembered' assets** — engaging, humour-led content created to spark conversations and connect with audiences in a light, relatable way, aligned with our national advertising campaign.

Internal assets for colleagues

Whether you're new to legacy fundraising or building on an established programme, securing internal support is vital. That's why this year's campaign includes a wide selection of customisable internal assets.

[View the
customisable
assets](#)

WILL YOU?

The WILL YOU campaign provides you with a simple and action-oriented way to engage both supporters and internal teams.

Every element of the Will YOU assets can be personalised, allowing you to strictly follow to brand guidelines if necessary. The call to action, related to your charitable cause, is a direct and powerful way to show supporters how a gift in their Will can impact your charity and future generations.



Members' Campaigns



WILL YOU

CHAMPION LEGACIES?

Contact our gifts in wills team for guidance on advocating for this form of giving.

UK Incorporated in 1985/1986/1987. All registered Charities No. 1059533 (England and Wales), 1059533 (Scotland), 1059533 (Northern Ireland). All gifts in wills are subject to the terms and conditions of the Bequest & Charity scheme. For more information, please visit www.unicef.org/uk/giftsinwills or contact our gifts in wills team on 020 7596 1234.



WILL YOU

HELP US KEEP PETS HEALTHY, HAPPY AND WITH THEIR OWNERS?

Find out more about leaving a gift in your Will at streetvet.org.uk

Registered Charity in England & Wales No. 119327. Scotland No. SC042047.



WILL YOU

HELP CHANGE CATS' LIVES FOR YEARS TO COME?

Find out how to leave a gift in your Will at cats.org.uk/support-us/giftsinwills

Cats Protection is a registered Charity No. 258844 (England & Wales) and a company limited by guarantee. Registered in England and Wales (01611111). Registered office: 200-202, High Street, Buntingford, Cambridgeshire, SG9 7JY.

Be remembered

This year's consumer advertising campaign builds on our successful 'Be remembered' theme. 'Be remembered' celebrates the unique moments, special stories and quirky hobbies that we remember so fondly about our loved ones.

By using humour and warmth, the campaign encourages people to think about how they want to be remembered and consider leaving a gift in their Will to charity. This year, we've introduced three new characters to feature in your customisable assets for external audiences.

We've also used the Be remembered theme for your internal assets, as humour is a great way to open up what can sometimes feel like a difficult topic with colleagues.

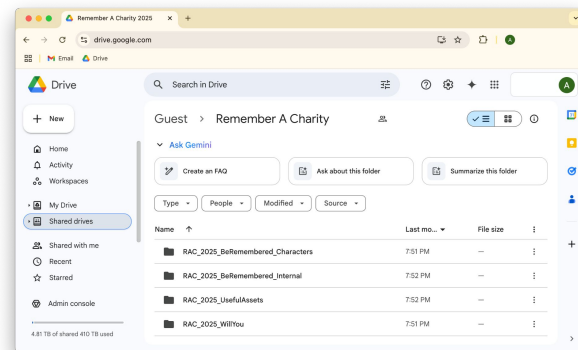
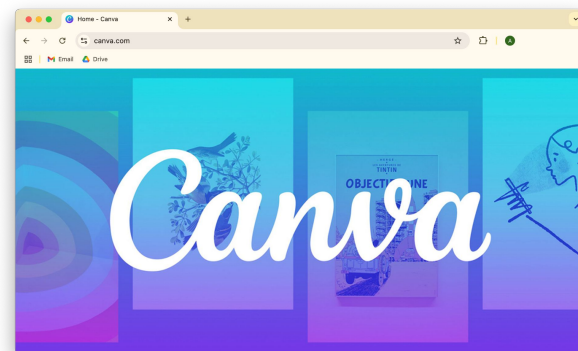


Be remembered characters 2026



Canva templates

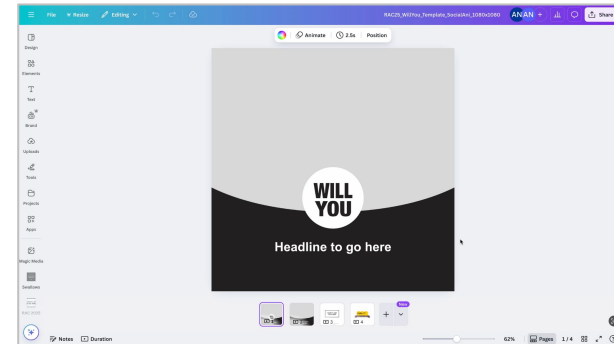
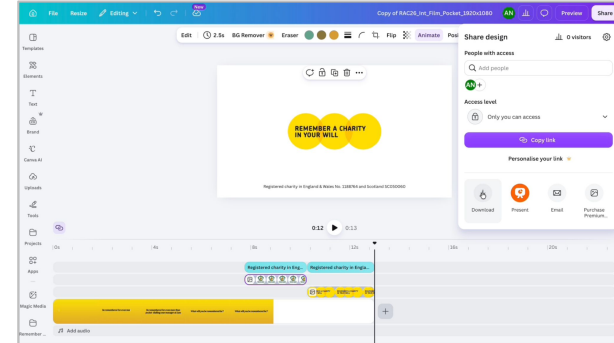
This year, all assets are provided using Canva templates, offering you greater flexibility and allowing you to personalise everything from images and logos, to brand colours and fonts. You'll need a [Canva Pro charity account](#) account to edit these templates.



How to personalise your assets using Canva

If you're new to Canva, [the campaign guidelines](#) include two short video tutorials to help get you started on personalising a poster and a video asset. Once you're familiar with these, you'll be a dab hand creating all of the available assets.

If you'd like to explore more, we recommend watching the first five videos in [this online Canva course](#). And if you get stuck, we'll do our best to help – please email info@rememberacharity.org.uk



10 tips for making the most of your customisable assets

1

Plan early – Download your assets, watch the Canva tutorials, and map out where, when, and how you'll use them across your channels, both externally and internally.

2

Customise for your audience – Tailor the message, imagery, and CTA for your charity's supporters. Adjust language, images and colours to reflect your brand and audience preferences.

3

Use a mix of online and offline channels – Combine digital activity (social media, email, website) with physical materials (posters, standees, bookmarks) to reach supporters in multiple ways.

4

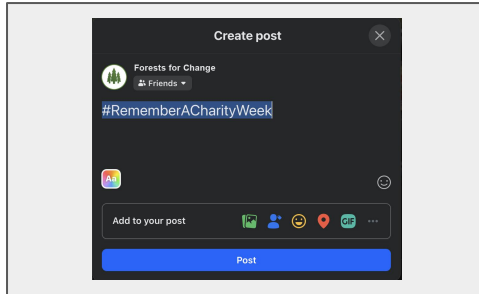
Create a social media schedule – Plot key posts, stories, and videos on a calendar, particularly during Remember A Charity Week and plan content types suited to each platform.

5

Adapt formats for each social platform – Use video reels on Instagram and Facebook, image carousels on Instagram, short engaging video content on TikTok, and news-driven posts on X.

- 6** **Involve your colleagues** – Use internal assets like posters, quizzes and thank you certificates to engage your teams and encourage them to be campaign ambassadors.
- 7** **Prioritise accessibility** – Always add ALT text to images and videos, ensure colour contrasts are clear, and use easy-to-read fonts. Refer to the Home Office accessibility guide.
- 8** **Use hashtags and clear Call To Actions** – Include hashtags like #RememberACharityWeek and #WillYou on social posts. Always finish with a clear ask, e.g. “Find out how you can leave a legacy today.”
- 9** **Track and learn** – Monitor post performance, asset downloads, and audience engagement. Use insights to tweak and improve your activity throughout the week and beyond.
- 10** **Celebrate success** – Share results, photos, and positive stories internally and with Remember A Charity. Recognise staff and supporter involvement with thank you messages and certificates.

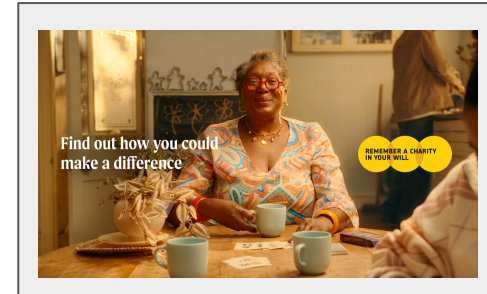
Dos and Don'ts



DO – use our main campaign hashtag on your socials: #RememberACharityWeek



DO – Place your charity logo with our logo on all assets in the template.



DO – use the assets solely for legacy promotion purposes both internally and externally.



DON'T – Alter the layout of the templates.



DON'T – Stretch or distort the Remember A Charity logo.



DON'T – Use low quality images or images without the owner's permission.

Writing copy for social

Your campaign assets are visually impactful, but the words you pair with them on social channels are just as important. Whether you're posting on Facebook, Instagram, X, or TikTok, strong copy helps spark engagement, communicates your message, and encourages legacy giving.

Your copy should always be:

Concise – Keep it short and to the point, aim for one or two impactful sentences where possible.

Engaging – Make it personal, emotive or thought-provoking to connect with your audience.

On brand – Be sure to reflect your organisation's tone of voice — whether that's warm, hopeful, professional or playful.



Eight tips for writing great legacy campaign copy

1

Speak your audience's language – Use plain English and conversational tone. Avoid jargon or overly formal phrasing. Use words and examples they can relate to, based on their relationship with your cause.

2

Use a positive tone – Focus on the good a legacy gift can do, talk about hope, future impact, and the change a supporter can be part of. Highlight stories of success, transformation, or potential.

3

Add a clear call to action – End every post with a clear next step, e.g. Find out how you can leave a gift in your Will. Join us in making a difference for future generations. Visit [your legacy page URL] to learn more.

4

Include relevant hashtags – Use campaign-specific hashtags to increase reach and visibility: #RememberACharity, #WillYou, #Beremembered. Include 1-2 tailored hashtags related to your own cause.

5

Make it personal – Use first-person or second-person where appropriate: “Will you make a difference?” or “I’m choosing to leave a gift in my Will...” Encourage staff and ambassadors to share personal stories or reasons they support legacy giving.

6

Match tone with visuals – If you’re using a humorous ‘Be remembered’ asset, keep copy light and witty. For heartfelt video or poster content, reflect that tone in your message.

7

Use emojis sparingly and purposefully – They can add warmth or visual variety, but only use emojis that enhance clarity or emotion, not just for decoration. And make sure you use the right one!

8

Test and refine – Try A/B testing different headlines or CTAs to see what resonates best with your audience. Review insights on reach and engagement to guide future content.

Using ALT text

ALT text (alternative text) describes the content and function of an image for people using screen readers, improving accessibility for visually impaired users. It also provides context if images fail to load and can support SEO.

Tips for writing good ALT text

- Be clear, specific, and concise — aim for under 120 characters.
- Focus on what's important about the image in the context of the content.
- Avoid phrases like “image of” or “picture of” — screen readers already announce it as an image. If the image is purely decorative, it can have empty ALT text (`alt=""`) so it's skipped by screen readers.

If you were writing alt text for the image on the right...

Too Short – Man gazing

Too Long – Man in a sunny field, surrounded by trees, flowers and grassland gazing at the sky pondering on his impact on the local and global environment.

Just Right – Man stood in a field thinking about his impact on nature and the environment.

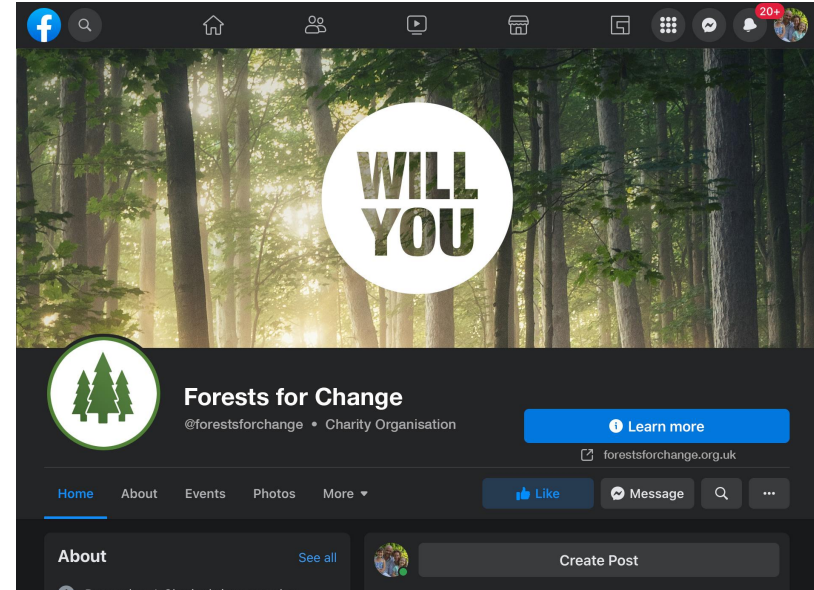


Social media tips

Social media remains one of the most effective ways to raise awareness of legacy giving. Authentic stories and engaging visual content can help you connect with supporters and inspire them to find out more about leaving a gift in their Will.

Facebook (*Most popular with audiences aged 45+*)

- Share engaging videos and images that showcase supporter stories and the impact of legacy gifts.
- Use authentic storytelling to encourage people to pause, reflect and engage.
- Include a clear call to action, such as "Learn More", linking directly to your legacy giving page.

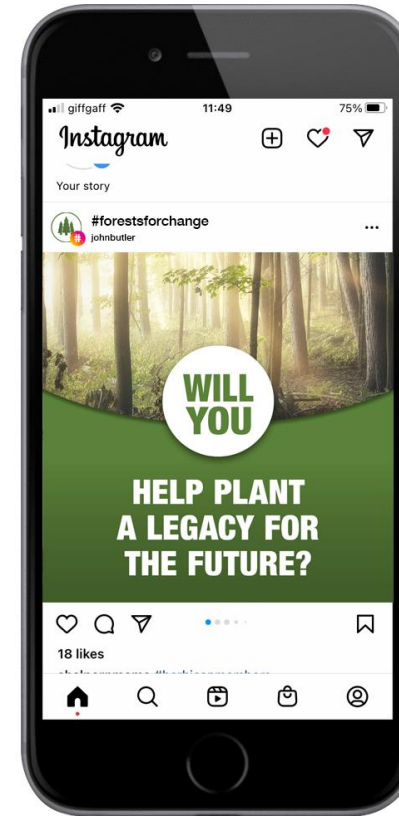


Instagram (Popular with audiences aged 18–44)

- Share short Reels featuring supporter stories, staff, volunteers or the impact of legacy gifts.
- Use carousel posts and behind-the-scenes content to tell authentic stories and build community.
- Add captions to videos and encourage people to learn more via your website or link in your bio.

X (Twitter) / BlueSky (Timely, news-driven conversations)

- Share concise posts highlighting campaign messages, supporter stories or key milestones.
- Pair posts with eye-catching images or short videos to increase visibility.
- Join relevant conversations during awareness moments using campaign hashtags where appropriate (for example, #RememberACharityWeek, #WillYou and #BeRemembered).

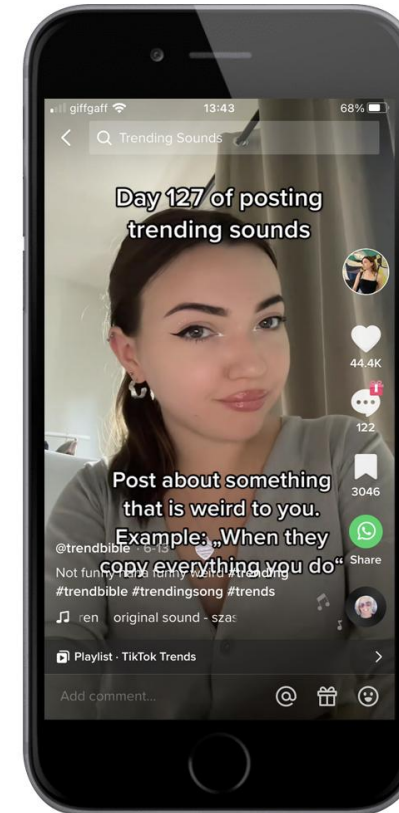


TikTok (*Popular with audiences aged 18–34*)

- Create short, authentic videos featuring supporters, beneficiaries, staff or volunteers.
- Use trending audio or formats where they suit your organisation and message.
- Include a clear call to action directing viewers to learn more via your website or profile.

LinkedIn (*Professionals, partners, corporate supporters*)

- Encourage your CEO, trustees, colleagues and volunteers to share personalised campaign assets from their own LinkedIn profiles.
- Share stories highlighting your organisation's impact, partnerships and the long-term difference legacy gifts make.
- Tag relevant partners and encourage colleagues to react to, comment on and share your posts to extend your reach.



Other channels

While social media is a brilliant way to reach audiences quickly and publicly, your Remember A Charity assets are designed to work across multiple channels – including direct supporter comms, print and in-person engagement. On the following pages there's some examples of how to make the most of them.

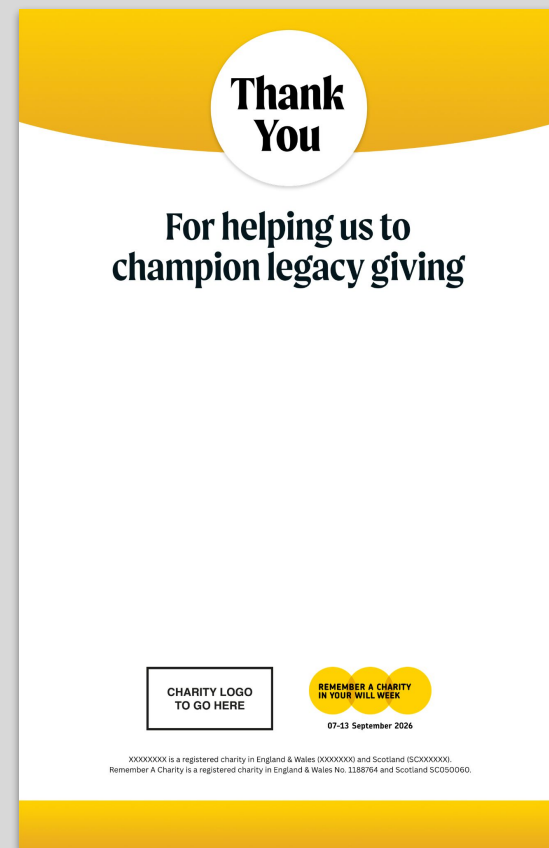


Newsletters and e-newsletters

Whether it's your regular supporter email or a dedicated legacy feature, newsletters are a valuable opportunity to raise awareness about legacy giving.

How to use your assets:

- Adapt the email template to create a Remember A Charity Week-focused supporter newsletter.
- Include a personal message from your CEO, Trustee or a legacy pledger, sharing why leaving a gift matters to them.
- Add campaign images or videos to regular printed newsletters or e-newsletters.
- Use the email signature graphic to consistently reinforce the campaign across all outgoing emails during Remember A Charity Week.



Events and community engagement

Whether it's a public event or an internal team meeting, physical spaces offer opportunities to visually promote legacy giving through your campaign materials.

How to use your assets:

- Display campaign posters at your offices, venues or community centres.
- Use the table standee designs on reception desks, fundraising tables or at supporter lunches.
- Run internal games using the downloadable quiz and bingo slides – ideal for staff meetings or volunteer training.
- Use campaign videos on screens during events or presentations.
- Include bookmarks and flyers in event goody bags or supporter information packs.



Internal communications

Promoting legacies with your internal teams is all about opening up the conversation and reframing legacy giving. We know some colleagues perceive legacies as uncomfortable or difficult to talk about. As legacy giving champions, you can show them that legacies are a hugely positive and life-affirming way to engage supporters.

The 'Be remembered' creative is playful, light-hearted and built for engagement — so it's ideal for getting staff and volunteers involved in legacy conversations in an accessible, positive way.

The following pages show how you can use the assets to liven up your Remember A Charity Week and year-round communications.

Be remembered for even more than pocket-dialling your manager at 2am

Come and learn how gifts in Wills can make
a vital difference to [add cause objective]

11.15am Friday 25 September
in the Boardroom

What will you be remembered for?

CHARITY LOGO
TO GO HERE

REMEMBER A CHARITY
IN YOUR WILL

ADDITIONAL is a registered charity in England & Wales (1000000) and Scotland (SC000000).
Remember A Charity is a registered charity in England & Wales No. 1208746 and Scotland (SC000000).

Legacy quiz or bingo – using the supplied PowerPoint slides, host a lunchtime quiz or bingo session using the games assets. Include rounds like: Famous legacies, Guess the celebrity Will, How much could this gift achieve?, and fun facts about your own charity's legacy impact.





Poster takeover – Use the ‘Be remembered’ A4 posters around your offices, staff rooms, volunteer centres, and noticeboards. Create a ‘Spot the poster’ challenge where staff have to find and photograph themselves with different characters or slogans throughout the week. Offer a small prize for the best or funniest photo.

Be remembered table standees at tea points – Print the table standees and place them in kitchens, communal spaces or meeting rooms. Use them to prompt casual conversations over coffee. Pair it with a campaign-themed tea break or bake sale to gather staff together.

Be remembered for even more than your convoluted filenames_v4.copy/A-final

Come and learn how gifts in Wills can make
a vital difference to [add cause objective]

11.15am Friday 25 September
in the Boardroom

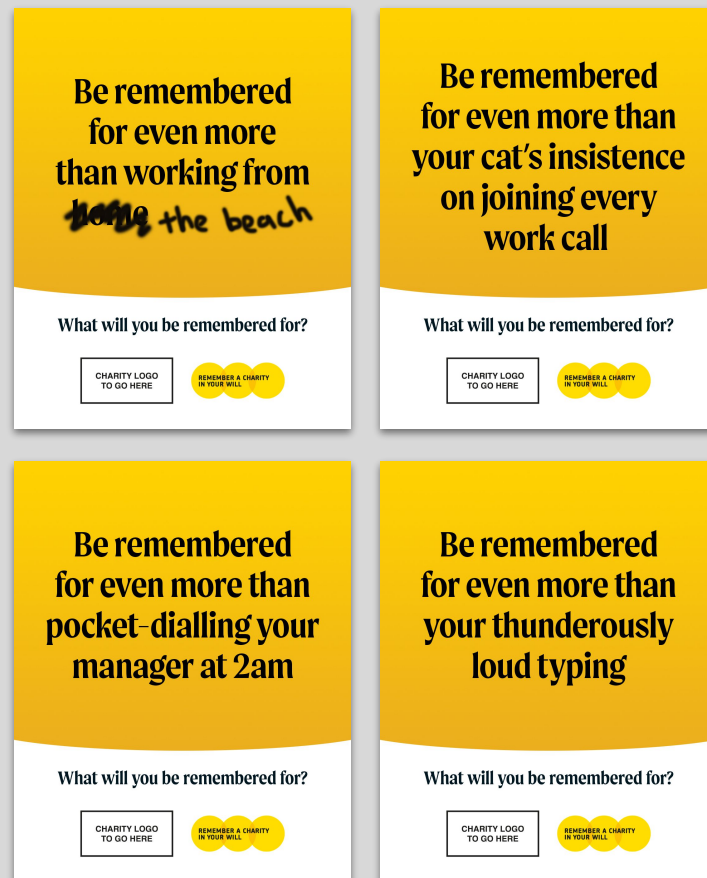
What will you be remembered for?

CHARITY LOGO
TO GO HERE

REMEMBER A CHARITY
IN YOUR WILL

XXXXXXXX is a registered charity in England & Wales (XXXXXXXX) and Scotland (SCXXXXXXXX).
Remember A Charity is a registered charity in England & Wales No. 1188764 and Scotland SC080060.

Animated internal social posts – Use the ‘Be remembered’ animated social posts internally on your intranet, Yammer, Slack channels, or internal emails to drip-feed light-hearted, legacy-themed content across the week. Start each morning during Remember A Charity Week with a different animation and a related legacy fact.



**Be remembered
for even more than
leaving your laptop
on the train**

What will you be remembered for?



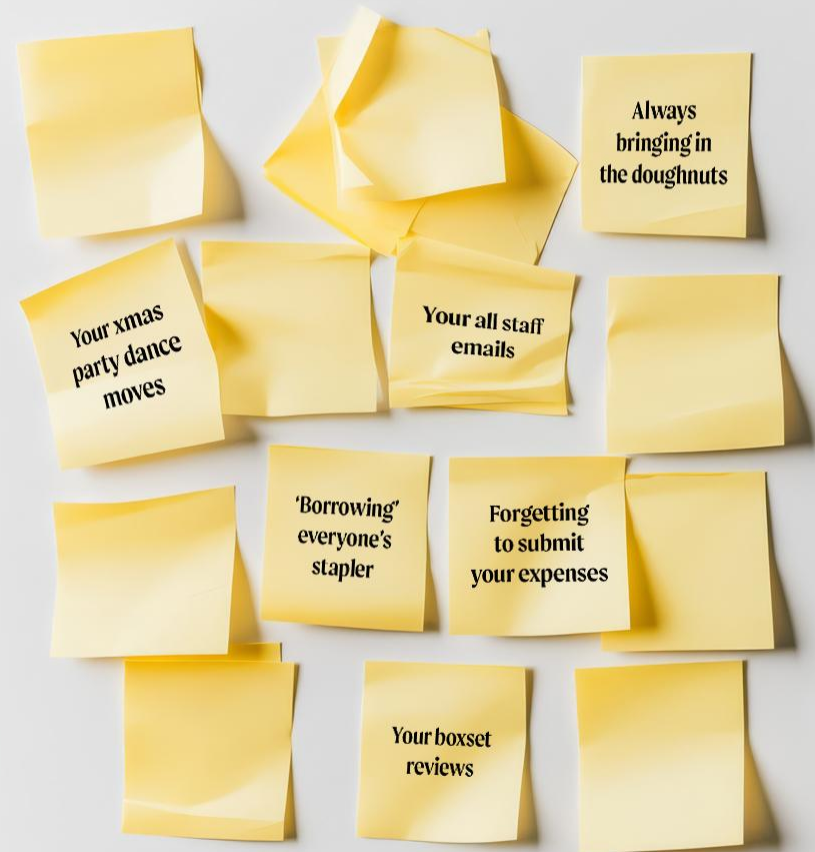
Thank you certificates for staff 'Legacy Legends'

– Use the editable certificate template to recognise colleagues who: Share the campaign on social, Join a legacy session, Take part in quizzes or challenges, Encourage supporter conversations, Make it a light, celebratory moment in a team meeting.



‘Be remembered for...’ or ‘WILL YOU’ staff pledge wall

– Create a physical or digital pledge wall where staff and volunteers can write a simple ‘Will You...’ commitment or take a more light-hearted route using the ‘Be remembered’ theme. For example, staff can write what they’d love to be remembered for, serious or silly, on post-it notes, cards, or a shared digital wall.







Daily emails throughout the week – Send out a daily email or internal post during Remember A Charity Week with: A quick fact about legacy giving, A story of how a gift in a Will made a difference, A link to the campaign video or pledge wall. This keeps the campaign front-of-mind and builds momentum.

Staff newsletter features – Use your internal newsletter or intranet to profile legacy champions, share pledges, publish photos of campaign activities and highlight the week's events. Include a message from your Chief Exec or leadership team to endorse the campaign.

Campaign wrap party – To round off the week, hold a short celebratory gathering in-person or virtually to share any pledges, congratulate quiz winners, thank teams for getting involved and reinforce why legacies are so important for your charity.



Additional resources

[Internal engagement guidance](#)

[Legacy communications advice](#)

[Social media tips](#)

[PR guide](#)

[Quiz templates](#)

[Inspiring legacy campaigns](#)

Thank You

We hope you have found this activation pack useful.

We look forward to seeing your campaigns go live and hope the customisable assets help inspire some valuable legacy conversations.

In the meantime, if you have any queries or any other questions, please drop us a line:

info@rememberacharity.org.uk