

# PR Toolkit: Remember A Charity Week 2025

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

# About this toolkit

- Welcome to your PR toolkit for Remember A Charity Week 2025, and a huge thank you for getting involved in this year's campaign!
- This resource is here to help you bring the 'Thanks to...' campaign to life with ease and confidence
- Here, you'll find everything you need - from filming tips and case study questions, to ready-to-use social posts and a template press release
- Whether you're sharing stories of impact on social media, creating video content, or engaging local press, this toolkit provides clear guidance and practical tools to amplify your legacy giving messages
- Together, we'll celebrate the generosity of those who leave gifts in Wills and inspire others to join this powerful movement



**REMEMBER A CHARITY  
IN YOUR WILL WEEK**

8 - 14 September 2025

# About Remember A Charity Week 2025

## When is it?

This year's Remember A Charity Week runs from **8-14 September 2025**, and brings together close to 200 member charities like you to say a heartfelt "Thanks to..." the people who remember a charity in their Wills.

## What is the 'Thanks to' campaign?

This year's campaign celebrates everyone who chooses to leave a gift in their Will, recognising the incredible impact those gifts make – from funding life-saving services to securing a better future for generations to come.

## What is our goal?

The aim of the campaign is to convey gratitude for this special form of giving, demonstrating the impact these gifts have to inspire more people to consider leaving a legacy.

# How you can get involved

Here are some of the ways you can get involved in the campaign:

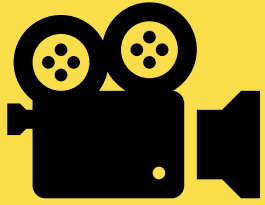
- Film a short video thanking legacy givers or showcasing impact ([guidance on slide 6](#))
- Share stories of thanks to those who have left gifts in Wills to charities and convey the special charitable effects from this form of giving ([guidance on slide 7](#))
- Use the template press release to reach out to regional or sector media ([guidance on slide 8](#))
- Post on social media using #RememberACharityWeek, #ThanksTo, and #Willanthropy ([some suggested copy on slide 11](#))
- Celebrate your supporters and the role gifts in Wills play in your charity's work

**Please note:** All of the above are optional ways you can choose to celebrate the Week – you can complete as many of these activities as you like to fit with what works best for your charity.

# Key messaging

- 200 charities are uniting to say “Thanks to...” those who leave gifts in their Wills, celebrating the lasting impact of legacy giving
- Gifts in Wills fund vital services and transform lives, from rebuilding futures to supporting communities across the UK
- Every legacy gift, big or small, makes a meaningful difference
- This year’s campaign shares real stories of charity service users thanking donors personally, highlighting the power of Willanthropy
- Together, we celebrate their generosity and inspire others to consider legacy giving
- Find out more at **[remembercharity.org.uk/thanksto](https://remembercharity.org.uk/thanksto)**  
*(Please note this webpage will not go live until August)*



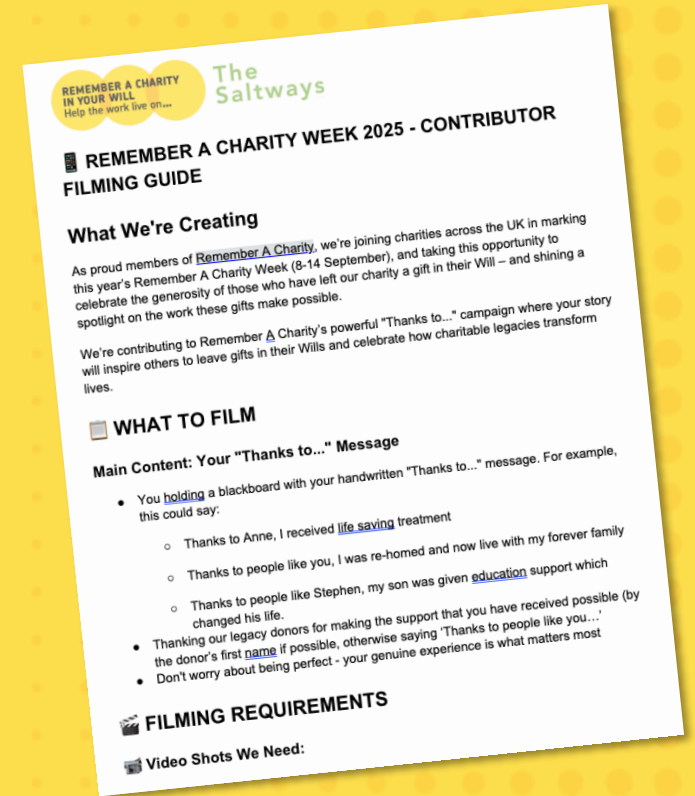


# Filming guidance

We've created a simple filming guide to help you record a heartfelt "Thanks to..." video for Remember A Charity Week 2025 (which can be issued alongside the press release for the Week – [template on slide 8](#))

## This includes:

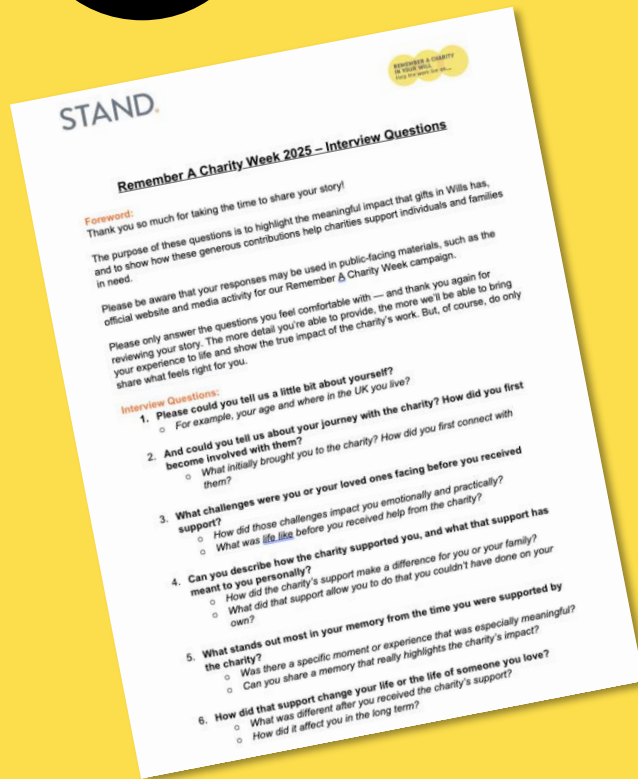
- **What to Film:** You or your charity service users holding a sign with your "Thanks to..." message, plus a few short clips saying thank you
- **How to Film:** Easy tips on sound, lighting, framing, and phone setup to help you capture clear, authentic footage
- **Message Ideas:** Suggested wording and guidance on using a donor's name or "people like you" to say thank you, depending on your charity's preference



Click [\[here\]](#) to access the full media guidance



# Case study questions



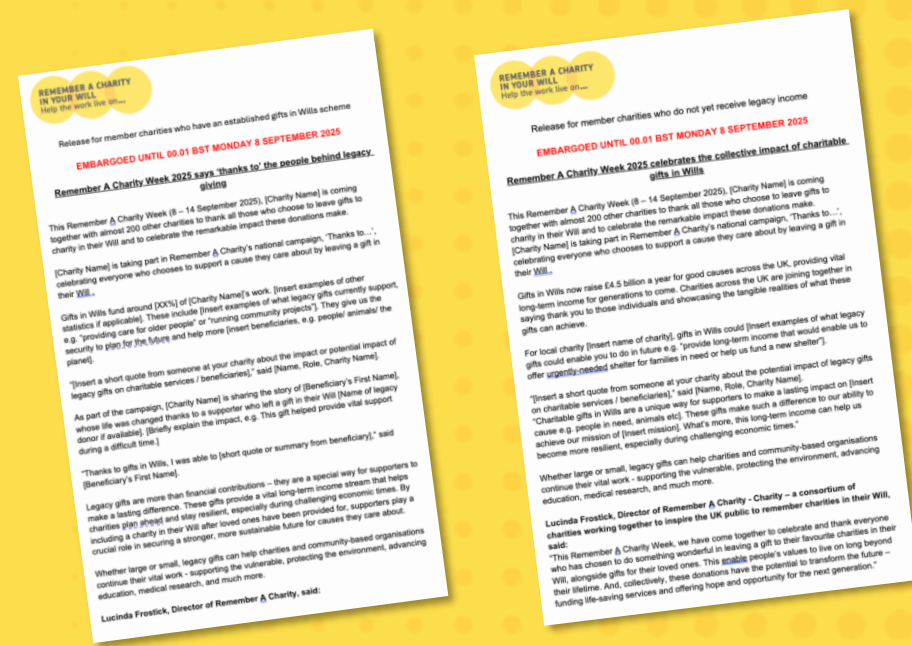
You can access the interview questions [\[here\]](#)

- We've prepared a simple interview questionnaire to help your team gather personal stories from your charity service users for Remember A Charity Week 2025
- These questions are designed to guide charity service users in sharing how legacy gifts have made a real difference in their lives and the lives of others
- The answers can then be used by your team to develop long-form case studies, which you're welcome to use on your website, social channels, share alongside the [press release on slide 8](#), or use in other campaign material
- The questionnaire is a starting point to help you shape the content in a way that works for your charity
- As ever, people should only share what they're comfortable with — but the more detail they provide, the more powerful and personal the story



# Template press release

- We've created two different template press releases for you to use during Remember A Charity Week – dependent on whether your charity is new to legacy fundraising or has an established legacy programme. Everyone's welcome and encouraged to get involved!
- Each version includes key messages and space for you to add your own quotes, stats and stories. We've highlighted the sections to personalise, so it's easy to make it your own
- You can share your release with local media, or try national or lifestyle titles if you've got a strong story. Don't forget to post it on your website too
- If you have any questions, we're here to help – just [get in touch](#)



## Template press releases

If your charity already has an established gifts in Wills scheme, click [\[here\]](#)!

If your charity does not yet have an established gifts in wills scheme, click [\[here\]](#)!



# National press release

- We'll be sharing our own national press release with you in early August featuring a quote from this year's celebrity ambassador
- This release will be issued to national media in the run-up to Remember A Charity Week, embargoed until the week itself. You're welcome to use or adapt it for your own comms and media outreach.
- We'll also include guidance to help you tailor the release and make the most of any media opportunities it may open up for your organisation

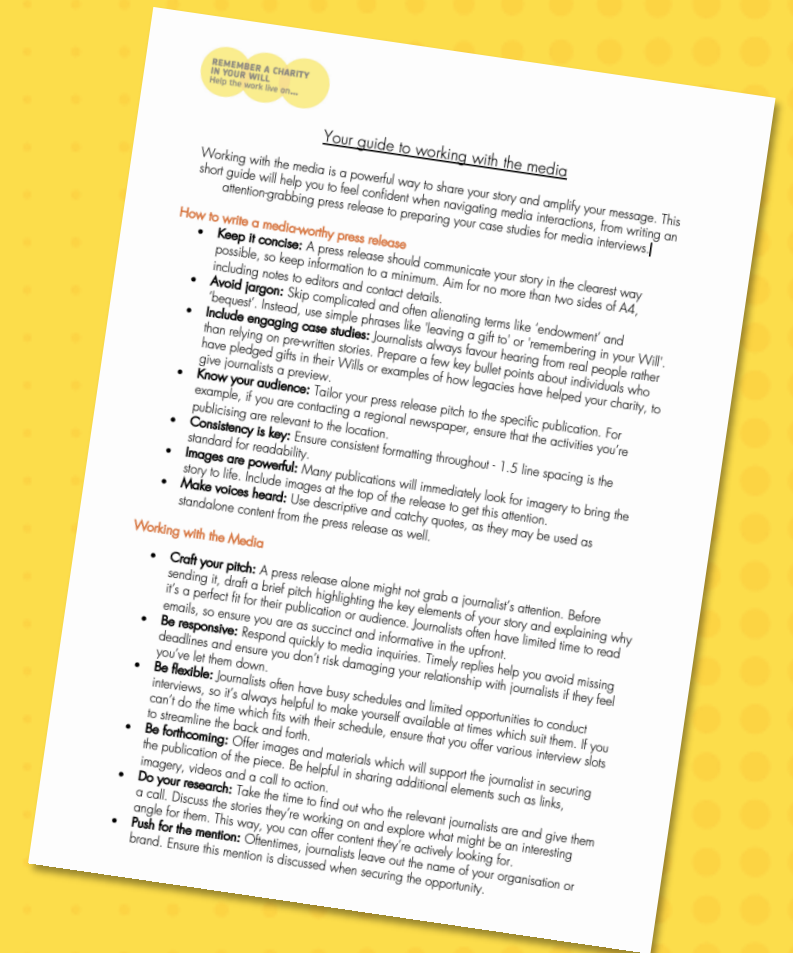


Keep an eye on your inbox for the press release in early August!



# Working with the media

- Working with the media is a powerful way to share your story and amplify your message
- This short guide will help you to feel confident when navigating media interactions, from writing an attention-grabbing press release to preparing your case studies for media interviews.
- Our helpful guidance includes tips for:
  - How to write a media-worthy press release
  - Working with the Media
  - Choosing the right spokesperson
  - Working with your case studies
  - Photography



Click [\[here\]](#) to access the full media guidance!



# Template social copy

Use the template copy below to spread the word on your socials this Remember A Charity Week

- This #RememberACharityWeek, we're saying a heartfelt thanks to everyone who has chosen to leave a gift to charity in their Will. Your kindness helps us/could help us [**insert mission/impact — e.g., .g., “support more families,” “fund life-saving research,” “protect wildlife”**] and make a difference for generations to come. Find out more: [**www.remembercharity.org.uk OR your own legacy page/story link**] @RememberCharity #ThanksTo
- This #RememberACharityWeek, we're joining charities across the UK to say “Thanks to” everyone who chooses to leave a gift in their Will. Your generosity transforms lives, creates brighter futures, and ensures vital services continue for generations. Thank you for making a difference 🧡 @RememberACharity #ThanksTo
- Could you help us [**insert mission — e.g., “transform children’s futures,” “build a healthier world,” “save more lives”**]? Gifts in Wills have a powerful impact, ensuring our work can continue far into the future. This #RememberACharityWeek, discover how you can make a lasting difference: [**link to your legacy page**] @RememberCharity #ThanksTo
- Could you be a #Willanthropist? At [**charity name**], gifts in Wills [**fund/could fund x% of our work — e.g., “fund over 25% of our vital services”**]. #ThanksTo incredible supporters like you, we can [**insert goal/impact — e.g., “reach every child in need,” “care for more animals,” “drive research breakthroughs”**]. Learn more: [**link to your website**] #RememberACharityWeek @RememberCharity



# When to share your content

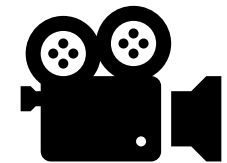
To help maximise our collective impact during the Week itself, please **wait to share your social posts and any film content or case studies until the start of Remember A Charity Week, on Monday 8 September.**

If utilising the template press release, you may wish to share this with media outlets a week or two before Remember A Charity Week. However, the release and its content should be embargoed until 8 September – meaning journalists will delay publishing any information until the Week, but will have time in advance to prepare their stories.



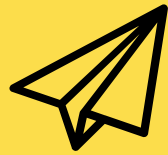
# What's coming next?

- The name of this year's **celebrity ambassador** (*July*)
- Our **national press release** including new **data** (*August*)
- **Social media and video assets** from the 'Thanks to' campaign (*August*)
- **Remember A Charity website** 'Thanks to' dedicated page (*August*)





# Contact us



## Get in touch

You can find us on LinkedIn, Bluesky, Instagram, X (Twitter), and Facebook

Or please contact us with any queries at [info@rememberacharity.org.uk](mailto:info@rememberacharity.org.uk) and we'll be happy to help!



## Tag us online

On Bluesky you can tag [@rememberacharity.bsky.social](https://bsky.app/profile/rememberacharity.bsky.social)

On X, you can tag [@RememberCharity](https://twitter.com/RememberCharity)

And on Instagram, Facebook, or LinkedIn, you can tag [@RememberACharity](https://www.instagram.com/RememberACharity)