



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

Membership Benefits

Why belonging to Remember A Charity is the right strategic choice

Growing the charitable legacy market is a long-term campaign, but we are already delivering tangible outcomes that are providing benefits to all our members every day.

The charitable legacy market is worth over £2.8 billion* a year. Through a small percentage increase in the number of people who leave a charitable legacy we would all increase the value of our share and could raise additional millions a year for good causes.

Research** conducted for Remember A Charity has shown that there is real potential for the consortium to do this. Thirty-five percent of the total population of individuals aged 40+ are 'happy to give a small amount to charity in their Will, after they have taken care of their family and loved ones.'

With almost 5,000 Wills*** made a day, Remember A Charity is well placed to make a significant and immediate impact on this market for good causes.

Our behaviour change strategy, to make legacy giving a social norm, has four key parts:

- to raise awareness and relevance among the Will-writing public
- to make charitable prompting the standard practice among professional advisors
- to influence a climate for successful charitable Will-giving by using partnerships
- to help the charity sector become more effective at promoting gifts in Wills

By working together we can continue to influence Government on your behalf about how they can help grow legacy giving.

We have collaborated with The Behavioural Insights Team and the University of Bristol in two trials looking at the language used by solicitors during the Will-writing process. The most recent trial was conducted with eight law firms across the UK.

The results of these trials show that if, and how, solicitors mention charity during the Will-writing process has a significant impact on not just the number of charitable Wills written, but also the size of gift left.

Through our partnership with The Co-operative Legal Services, they have become one of the first high-street brands to always make a charitable prompt every time their thousands of customers write a Will. Our exciting and innovative consumer campaigns, including our annual Remember A Charity Week, give members opportunities throughout the year to start conversations about legacies with different audiences.

By working together, we can continue to open new doors. This is the only way we can achieve the type of large scale behaviour change that will grow the charitable legacy market and in turn your own charity's legacy income.

*Legacy Foresight Snapshot

**TNS Social 2008

***Legal Services Consumer Panel 2011

What does my Organisation gain from being a member?

Partnerships with the Will-writing sector

Through our partnership with The Co-operative Legal Services, which is set to raise millions for charitable causes, members can access: free advice and support for supporters who want to write or update their Will; a specially discounted Will, and management information on response rates and referral volumes, giving valuable feedback for your legacy marketing.

- *Our aim for 2019 is to continue working with our partners to increase the amount charities raise through gifts in Wills and to build new links with employers to develop opportunities for increasing Will writing and legacy giving awareness among their staff.*

Access to a network of professional advisors

We have built a network of over a 1,000 Campaign Supporters - solicitor firms and professional Will-writers who support our campaign and who have agreed to always let their clients know that charity is an option during the Will-writing process. Campaign Supporters are listed on a postcode search area of our website. This can be used by charity supporters to find their nearest professional advisor.

Through our work, the number of solicitors and Will-writers who always 'always and sometimes' mention charity to their clients has increased from 53% in 2011 to 66% in 2015, rising 13% in the past five years.

On the high street, RBS and NatWest recently changed their Will-writing forms to include a section on charitable giving for the first time, and over 5,000 customers are now using these which include a direct link to Remember A Charity's website. HSBC client **Will Packs** include a **Remember A Charity** fact sheet with contact details.

- *Our aim for 2019 is to continue our work in engaging the legal sector to ensure that charitable giving is considered during the Will-writing process.*

Partnerships with Government

Our support from Government continues to gather momentum. At the end of 2017, The Minister for Sport and Civil Society wrote to 8,000 solicitors asking them to make their clients aware of the option of including a gift to charity in their Will.

Remember A Charity is leading the sector campaign with Government to secure fiscal incentives that will encourage legacy giving amongst the full population – not only those affected by IHT.

A high-profile campaign that promotes individual charities

All our members feature on the homepage of our website and also have their own dedicated page in the "Find A Charity" section, which includes a link to their website, images and video content and key information about their work. This page has had 4,000 unique page views over the past two years and, after the homepage, is the most visited page of the website.

Our innovative consumer campaigns provide members with opportunities to talk about legacies to their audiences. Case studies submitted by members are used for PR purposes, giving opportunities for members to be 'name checked' in radio interviews, as well as opportunities for charities to raise their own profile.

All members are kept informed of campaign progress, upcoming activity and events and PR opportunities via regular communications with their nominated primary contact.

- *Our aim for 2019 is to increase the profile of every member by continually improving member promotion opportunities on the Remember A Charity website and through social media channels.*

Participation in Remember A Charity Week

Our annual awareness week provides a perfect opportunity for members to promote legacies internally and externally. Resources include: a Marketing & Communications toolkit, including: Remember A Charity Week logos, branded marketing materials such as mints, bookmarks, window vinyls, downloadable poster templates, e-footers and draft copy for communications.

Our PR engagement toolkit includes template press releases, key messaging, facts and figures, and PR ideas for members to initiate their own activities; participation in national and regional PR activities; placement of member case studies and advertising in charitable legacy supplements in association with *The Daily Telegraph* and *The Herald*.

- *Our aim for 2019 is to get the Will-writing public taking action towards including a gift in their Will during Remember A Charity Week.*

Access to excellent and comprehensive research

By pooling our funds together we are able to provide extensive research conducted with charity supporters; the wider charitable Wills market and Will providers.

After adopting a social-marketing model, Remember A Charity completed one of the largest research projects on legacies in the UK. As part of this we have also pulled together in one place, key research in the sector. In addition, Legacy Foresight has generously agreed to share the key findings of their annual "Legacy Monitor" market audit with our members.

- *Our aim for 2019 is to gather and share key insights that members can apply to their own legacy marketing activities.*

Opportunity for networking and sharing best practice

Remember A Charity has the best legacy fundraisers within its membership. Our members have a direct say in the shape and direction of the campaign through regular feedback opportunities and representation on the **Campaign Council** and **Executive**.

We hold **four members' forums each year** which are free to attend and we encourage primary contacts to attend with colleagues and Trustees. Forums provide members with networking opportunities to connect with like-minded fundraisers.

- *Our aim for 2019 is to encourage best practice among legacy fundraisers.*

A contact point for legacy enquiries and the general public

A key part of our job is to spread the legacy message to the charitable-giving public. We're a charitable nation, but most potential donors aren't aware that they can support their favourite charities by leaving a legacy.

Increasingly through the media, professional Will advisors and the public, the campaign is able to speak with one voice on behalf of members. Enquiries generated through campaigns and PR enables the campaign to support members' own legacy promotion.

- *Our aim for 2019 is to create conversations amongst the Will-writing public through new and innovative PR campaigns and through Remember A Charity Week.*

Please see over for a list of our current members

Abbeyfield
Academy of Ancient Music
Action against Medical Accidents
Action for Children
Acton for Elders
Addaction
ADD International
Afrika Tikkun UK
Against Breast Cancer
Amber Foundation
Animal Defenders
International Foundation
Animals Asia Foundation
Animal Welfare Foundation
Anorexia & Bulimia Care
Arthritis Action
Arts 4 Dementia
Asylum Aid
Awards for Young Musicians
Bank Workers Charity
Battersea
Bevan Foundation
Birmingham Hippodrome
Theatre Trust
Birmingham Museums Trust
Blind Veterans UK
BookTrust
Borderline
Bowel Cancer UK
Brain Tumour Research
Brain Tumour Support
Brighton YMCA
British Heart Foundation
British Home
British Homeopathic Association
British Liver Trust
British Lung Foundation
British Red Cross
Brooke
Canal & River Trust
Cancer Research UK
Care & Repair Cymru
Cats Protection
Central YMCA
Chichester Festival Theatre
Child Poverty Action Group
Chronic Lymphocytic Leukaemia
Support Association – CLLSA
Civic Voice
CMV Action
Cobalt
Coeliac UK
CORDA preventing heart disease
and Stroke
Cyril Flint Befrienders
Cystic Fibrosis Trust

Dames Agnes Weston's Royal
Charity for the Naval Service
Dance Professionals Fund
Dandelion Time
Dementia Adventure
Dementia UK
Different Strokes
Dogs Trust
Durrell Wildlife Conservation
Trust
Environmental Investigation
Agency Trust
Family Action
Family Holiday Association
Focus Birmingham
Freshwater Habitats Trust
Guts UK charity
HEART UK – The Cholesterol
Charity
Help the Homeless
Here for Cats
Hft supporting people with
learning disabilities
Hope Against Cancer
Humane Slaughter Association
Independent Age
iSightCornwall
JDRF
Jon Egging Trust
Jubilee Sailing Trust
Kidneys for Life
Leuka
Leukaemia UK
Listening Books
Livability
London's Air Ambulance
London City Mission
Lord's Taverners
Macmillan Cancer Support
Macular Society
Making Space
Malvern Hills Trust
Marie Curie
Metro CHARITY
MHA
Minstead Trust
MPS Society
MS Trust
Museum of Science and Industry
MySight York
National Ankylosing
Spondylitis Society (NASS)
National Coal Mining Museum
for England
National Media Museum
National Railway Museum

National Rheumatoid Arthritis
Society (NRAS)
National Theatre
National Trust for Scotland
National Youth Jazz
Orchestra
Natural History Museum
Network for Animals
Charitable Trust
Newcastle Dog and Cat
Shelter
Newport Mind
NSPCC
ORBIS UK
Oxfam
Pancreatic Cancer Action
Pancreatic Cancer UK
PDSA
People for the Ethical
Treatment of Animals
(PETA) Foundation
Princess Alice Hospice
Prisoners Education Trust
Prostate Cancer UK
Providence Row
Queen Elizabeth Birmingham
Hospital Charity
Rainbow Trust Children's
Charity
Rethink Mental Illness
RNIB
RNLI
ROLDA UK
Royal Air Force
Benevolent Fund
Royal Museums Greenwich
Royal Pavilion and Museums
Foundation
Royal Society of Biology
RSPB
RSPCA
Sane
Save the Children
Science Museum
Scotland's Charity
Air Ambulance
Shelter Cymru
Shine
Smallwood Trust
SongBird Survival
Spinal Research
St John Cymru
St Mungo's
Staffordshire Women's Aid
Support Dogs
Swan Lifeline

The Amber Trust
The Ambulance Services
Charity
The Bevern Trust
The Children's
Air Ambulance
The Churches Conservation
Trust
The College of St Barnabas
The Conservation
Volunteers
The Elizabeth Foundation
The Fountain Centre
The Humanimal Trust
The Ironbridge Gorge
Museum Trust
The Meath Epilepsy Charity
The Moredun Foundation
The National Brain Appeal
The National Holocaust
Centre and Museum
The Patients Association
The Rossendale Trust Ltd
The Royal Naval
Benevolent Trust
The Victoria League for
Commonwealth Friendship
The Volunteer Link Scheme
The Westminster Society
The Wildlife Trusts
The Woodland Trust
The Worshipful Company
of Spectacle Makers'
Charity
Thera Trust
Tigers4Ever
Tiny Tickers
Transform Housing &
Support
Turn2us
UNICEF UK
Universities Federation for
Animal Welfare
University College London
Hospitals Charitable
Foundation
University College of
Osteopathy
Vegetarian for Life
Versus Arthritis
Veterans Aid
WaterAid
Wood Green,
The Animal Charity
Worldreader
WRVS Benevolent Trust
YHA (England and Wales)