

## 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 £3 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.

# 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 2020 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 1,300 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, and now 68% in 2019 – the highest level yet.

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 2020 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 in paid social campaigns and 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 2020 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 bookmarks, 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 Scotsman*.

- *Our aim for 2020 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 2020 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 2020 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 2020 is to create conversations amongst the Will-writing public through new and innovative PR campaigns and through Remember A Charity Week.*

Action against Medical Accidents  
Action for Children  
Addaction  
Aerospace Bristol  
Against Breast Cancer  
Aggie's (Dame Agnes Weston's Royal Charity for the Naval Service)  
Alcohol Change UK  
All Dogs Matter  
Amber Foundation  
Animal Defenders International Foundation  
Animals Asia Foundation  
Anorexia & Bulimia Care  
Arthritis Action  
Arts 4 Dementia  
Awards for Young Musicians  
Bank Workers Charity  
Battersea  
BEfriend  
Bevan Foundation  
Bipolar Scotland  
Birmingham Hippodrome Theatre Trust  
Birmingham Museums Trust  
BookTrust  
Bowel Cancer UK  
Brain Tumour Research  
Brighton YMCA  
British Heart Foundation  
British Home  
British Homeopathic Association  
British Liver Trust  
British Lung Foundation  
British Red Cross  
British Trust for Ornithology  
Brooke  
CAIS  
Canal & River Trust  
Cancer Research UK  
Cats Protection  
Chichester Festival Theatre  
Child Poverty Action Group  
Children's Hospices Across Scotland (CHAS)  
Civic Voice  
CMV Action  
Cobalt  
CORDA preventing heart disease and stroke  
Crossroads Care Surrey  
Cruelty Free International  
Cumbernauld Action for Care of the Elderly (CACE)  
Cyril Flint Befrienders  
Cystic Fibrosis Trust

Dance Professionals Fund  
Dandelion Time  
Dementia Adventure  
Dementia UK  
Different Strokes  
Dog Aid Society of Scotland  
Dogs Trust  
Durrell Wildlife Conservation Trust  
Environmental Investigation Agency UK  
Epilepsy Society  
Evolve Housing + Support  
Family Action  
Family Holiday Association  
Focus Birmingham  
FRAME – Fund for Replacement of Animals in Medical Experiments  
Freshwater Habitats Trust  
Guts UK charity  
Hafal  
HEART UK – The Cholesterol Charity  
Help the Homeless  
Here for Cats  
HFT supporting people with learning disabilities  
Humane Slaughter Association  
Imagine Independence  
iSightCornwall  
Kidneys for Life  
Langham Partnership UK & Ireland  
Larkhall and District Volunteer Group  
Leuka  
Listening Books  
Livability  
London's Air Ambulance  
Lord's Taverners  
Macmillan Cancer Support  
Macular Society  
Making Space  
Malvern Hills Trust  
Marie Curie  
METRO Charity  
MHA  
MPS Society  
MS Trust  
MySight York  
National Coal Mining Museum for England  
National Rheumatoid Arthritis Society (NRAS)  
National Star  
National Youth Jazz Orchestra  
Natural History Museum

Network for Animals Charitable Trust  
Newcastle Dog and Cat Shelter  
North East Autism Society  
NSPCC  
Orbis UK  
Oxfam  
Painshill Park Trust  
Pancreatic Cancer Action  
Pancreatic Cancer UK  
PDSA  
People for the Ethical Treatment of Animals (PETA) Foundation  
Place2Be  
Princess Alice Hospice  
Prisoners Education Trust  
Prostate Cancer UK  
Providence Row  
PTSD Resolution  
Queen Elizabeth Hospital Birmingham Charity  
Rethink Mental Illness  
RNIB  
RNLI  
ROLDA UK  
Royal Air Force Benevolent Fund  
Royal Museums Greenwich  
Royal Society for Blind Children  
RSPB  
RSPCA  
Safe Passage International  
Sane  
Save the Children  
Saving Yorkshire's Dogs Rescue  
Scotland's Charity Air Ambulance  
Shelter Cymru  
Shine  
Smallwood Trust  
SongBird Survival  
South West Coast Path Association  
Spinal Research  
St Martins Housing Trust  
St Mungo's  
Support Dogs  
Swan Lifeline  
The Amber Trust  
The Ambulance Staff Charity  
The Bevern Trust  
The Children's Air Ambulance

The College of St Barnabas  
The Conservation Volunteers  
The Elizabeth Foundation  
The Fountain Centre  
The Geological Society of London  
The Humanimal Trust  
The Ironbridge Gorge Museum Trust  
The Leprosy Mission Scotland  
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 Welcome Centre  
The Wildlife Trusts  
The Woodland Trust  
The Worshipful Company of Spectacle Makers' Charity  
The Y (Leicester YMCA)  
Thera Trust  
Tigers4Ever  
Tiny Tickers  
Transform Housing & Support  
Unicef UK  
United Response  
Universities Federation for Animal Welfare  
University College London Hospitals Charitable Foundation  
University College of Osteopathy  
Vegetarian for Life  
Versus Arthritis  
Veterans Aid  
WaterAid  
West Sussex Music Trust  
Whisper  
Wood Green, The Animals Charity  
World Bicycle Relief  
Worldreader  
WRVS Benevolent Trust  
WWF-UK  
YoungDementia UK