



**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 £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.

*Legacy Foresight

**TNS Social 2008

***Legal Services Consumer Panel 2011

What does my Organisation gain from being a member?

Partnerships with the Will-writing sector

Remember A Charity members can access a specially discounted Will service through our partnership with the Co-op Legal Services. This partnership is set to raise millions for charitable causes and offers a fantastic opportunity to engage with your supporters encouraging them to leave a gift to your charity in their Will.

Your supporters will benefit from the exclusive 20% discount offer and access to affordable Will-writing and expert guidance along the way. Please contact Marta@rememberacharity.org.uk for more information.

- *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 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 professional advisors consistently mention the charitable option when advising Will-writing clients.*

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 members 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.

Our innovative consumer campaigns provide members with opportunities to talk about legacies to their audiences. Case studies submitted by members are used in print supplements focussed on charitable legacies, 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	Dance Professionals Fund	National Star	The Ambulance Staff Charity
Action for Children	Dandelion Time	National Youth Jazz Orchestra	The Bevern Trust
Addaction	Dementia Adventure	Natural History Museum	The Brigitte Trust
Aerospace Bristol	Dementia UK	Network for Animals Charitable Trust	The Children's Air Ambulance
Against Breast Cancer	Different Strokes	Newcastle Dog and Cat Shelter	The College of St Barnabas
Aggie's (Dame Agnes Weston's Royal Charity for the Naval Service)	Dog Aid Society of Scotland	North East Autism Society	The Conservation Volunteers
Alcohol Change UK	Dogs Trust	NSPCC	The Elizabeth Foundation
All Dogs Matter	Durrell Wildlife Conservation Trust	Orbis UK	The Fountain Centre
Amber Foundation	Elise Pilkington Charitable Trust	Painshill Park Trust	The Geological Society of London
Animals Asia Foundation	Environmental Investigation Agency UK	Pancreatic Cancer Action	The Humanimal Trust
Anorexia & Bulimia Care	Epilepsy Society	Pancreatic Cancer UK	The Ironbridge Gorge Museum Trust
Arthritis Action	Evolve Housing + Support	People for the Ethical Treatment of Animals (PETA) Foundation	The Leprosy Mission Scotland
Arts 4 Dementia	Family Action	Place2Be	The Moredun Foundation
Awards for Young Musicians	Family Holiday Association	Princess Alice Hospice	The National Brain Appeal
Bank Workers Charity	Focus Birmingham	Prisoners Education Trust	The Patients Association
Battersea	FRAME – Fund for Replacement of Animals in Medical Experiments	Prostate Cancer UK	The Rossendale Trust Ltd
BEfriend	Freshwater Habitats Trust	Providence Row	The Royal Naval Benevolent Trust
Bevan Foundation	Guts UK charity	PTSD Resolution	The Victoria League for Commonwealth Friendship
Bipolar Scotland	Hafal	Queen Elizabeth Hospital Birmingham Charity	The Welcome Centre
Birmingham Hippodrome Theatre Trust	Headway Hertfordshire	Rescare	The Wildlife Trusts
Birmingham Museums Trust	HEART UK – The Cholesterol Charity	Rethink Mental Illness	The Woodland Trust
Brighton YMCA	Help the Homeless	RNIB	The Y (Leicester YMCA)
British Heart Foundation	Here for Cats	RNLI	Thera Trust
British Home	HFT supporting people with learning disabilities	ROLDA UK	Tigers4Ever
British Homeopathic Association	Humane Slaughter Association	Royal Air Force Museum	Tiny Tickers
British Liver Trust	Imagine Independence	Royal Museums Greenwich	Unicef UK
British Red Cross	Kew Foundation	Royal Society for Blind Children	United Response
British Trust for Ornithology	Kidneys for Life	RSPB	Universities Federation for Animal Welfare
Brooke	Langham Partnership UK & Ireland	RSPCA	University College London Hospitals Charitable Foundation
CAIS	Larkhall and District Volunteer Group	Safe Passage International	University College of Osteopathy
Canal & River Trust	Leuka	Sane	Vegetarian for Life
Cancer Research UK	Listening Books	Save the Children	Versus Arthritis
Cats Protection	Livability	Saving Yorkshire's Dogs Rescue	Veterans Aid
Child Poverty Action Group	London's Air Ambulance	Sense	West Sussex Music Trust
Children's Hospices Across Scotland (CHAS)	Lord's Taverners	Shelter Cymru	Whisper
Civic Voice	Macmillan Cancer Support	Shine	Wood Green, The Animals Charity
CMV Action	Making Space	Smallwood Trust	World Bicycle Relief
Cobalt	Marie Curie	SongBird Survival	Worldreader
CORDA preventing heart disease and stroke	METRO Charity	South West Coast Path Association	WRVS Benevolent Trust
Crossroads Care Surrey	MHA	St Martins Housing Trust	WWF-UK
Cruelty Free International	MPS Society	Support Dogs	YoungDementia UK
Cumbernald Action for Care of the Elderly (CACE)CE)	MS Trust	SUDEP Action	
Cyril Flint Befrienders	MySight York	The Amber Trust	
Cystic Fibrosis Trust	National Coal Mining Museum for England		
	National Museums Liverpool		
	National Rheumatoid Arthritis Society (NRAS)		