



**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

Academy of Ancient Music	Dance Professionals Fund	National Trust for Scotland	The Bevern Trust
Action against Medical Accidents	Dandelion Time	National Youth Jazz Orchestra	The Children's Air Ambulance
Action for Children	Dementia Adventure	Natural History Museum	The Churches Conservation Trust
Acton for Elders	Dementia UK	Network for Animals Charitable Trust	The College of St Barnabas
Addaction	Different Strokes	Newcastle Dog and Cat Shelter	The Conservation Volunteers
ADD International	Dogs Trust	Newport Mind	The Elizabeth Foundation
Afrika Tikkun UK	Durrell Wildlife Conservation Trust	NSPCC	The Fountain Centre
Against Breast Cancer	Environmental Investigation Agency Trust	ORBIS UK	The Humanimal Trust
Amber Foundation	Family Action	Oxfam	The Ironbridge Gorge Museum Trust
Animal Defenders International Foundation	Family Holiday Association	Pancreatic Cancer Action	The Moredun Foundation
Animals Asia Foundation	Focus Birmingham	Pancreatic Cancer UK	The National Brain Appeal
Anorexia & Bulimia Care	Freshwater Habitats Trust	PDSA	The National Holocaust Centre and Museum
Arthritis Action	Guts UK charity	People for the Ethical Treatment of Animals (PETA) Foundation	The Patients Association
Arts 4 Dementia	HEART UK – The Cholesterol Charity	Place2Be	The Rossendale Trust Ltd
Asylum Aid	Help the Homeless	Princess Alice Hospice	The Royal Naval Benevolent Trust
Awards for Young Musicians	Here for Cats	Prisoners Education Trust	The Victoria League for Commonwealth Friendship
Bank Workers Charity	Hft supporting people with learning disabilities	Prostate Cancer UK	The Volunteer Link Scheme
Battersea	Humane Slaughter Association	Providence Row	The Westminster Society
Bevan Foundation	Independent Age	Queen Elizabeth Birmingham Hospital Charity	The Wildlife Trusts
Birmingham Hippodrome Theatre Trust	iSightCornwall	Rainbow Trust Children's Charity	The Woodland Trust
Birmingham Museums Trust	JDRF	Rethink Mental Illness	The Worshipful Company of Spectacle Makers' Charity
Blind Veterans UK	Jon Egging Trust	RNIB	Thera Trust
BookTrust	Jubilee Sailing Trust	RNLI	Tigers4Ever
Borderline	Kidneys for Life	ROLDA UK	Tiny Tickers
Bowel Cancer UK	Leuka	Royal Air Force Benevolent Fund	Transform Housing & Support
Brain Tumour Research	Leukaemia UK	Royal Museums Greenwich	Turn2us
Brain Tumour Support	Listening Books	Royal Pavilion and Museums Foundation	UNICEF UK
Brighton YMCA	Livability	Royal Society of Biology	Universities Federation for Animal Welfare
British Heart Foundation	London's Air Ambulance	RSPB	University College London Hospitals Charitable Foundation
British Home	London City Mission	RSPCA	University College of Osteopathy
British Homeopathic Association	Lord's Taverners	Sane	Vegetarian for Life
British Liver Trust	Macmillan Cancer Support	Save the Children	Versus Arthritis
British Lung Foundation	Macular Society	Science Museum	Veterans Aid
British Red Cross	Making Space	Scotland's Charity Air Ambulance	WaterAid
Brooke	Malvern Hills Trust	Shelter Cymru	Wood Green, The Animal Charity
Canal & River Trust	Marie Curie	Shine	Worldreader
Cancer Research UK	Metro CHARITY	Smallwood Trust	WRVS Benevolent Trust
Care & Repair Cymru	MHA	SongBird Survival	YHA (England and Wales)
Cats Protection	Minstead Trust	Spinal Research	
Central YMCA	MPS Society	St John Cymru	
Chichester Festival Theatre	MS Trust	St Mungo's	
Child Poverty Action Group	Museum of Science and Industry	Staffordshire Women's Aid	
Chronic Lymphocytic Leukaemia Support Association – CLLSA	MySight York	Support Dogs	
Civic Voice	National Ankylosing Spondylitis Society (NASS)	Swan Lifeline	
CMV Action	National Coal Mining Museum for England	The Amber Trust	
Cobalt	National Media Museum	The Ambulance Services Charity	
Coeliac UK	National Railway Museum		
CORDA preventing heart disease and Stroke	National Rheumatoid Arthritis Society (NRAS)		
Cyril Flint Befrienders	National Star		
Cystic Fibrosis Trust	National Theatre		
Dames Agnes Weston's Royal Charity for the Naval Service			