

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.

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 2018 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 2018 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 2018 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 2018 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 2018 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 2018 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 2018 is to create conversations amongst the Will-writing public through new and innovative PR campaigns and through Remember A Charity Week.*

See over for a list of our current members

Abbeyfield	Family Action	ROLDA UK
Academy of Ancient Music	Family Fund	Royal Air Force Benevolent Fund
Action Against Medical Accidents	Family Holiday Association	Royal Pavilion and Museums Foundation
Action for Children	Focus Birmingham	Royal Society of Biology
Acton for Elders	Freshwater Habitats Trust	RSPB
Addaction	Guide Dogs	RSPCA
ADD International	Guts UK charity	Samaritans
African Children's Educational Trust (A- CET)	HEART UK – The Cholesterol Charity	Sane
Afrika Tikkun UK	Help the Homeless	Save the Children
Against Breast Cancer	Here for Cats	Science Museum
Alabare Christian Care & Support	Hft supporting people with learning disabilities	Scope
Amber Foundation	Hope Against Cancer	Scotland's Charity Air Ambulance
Animal Defenders International Foundation	Humane Slaughter Association	Scottish Autism
Animal Welfare Foundation	Independent Age	SeeAbility
Anorexia & Bulimia Care	JDRF	Shelter
Arthritis Action	John Taylor Hospice	Shelter Cymru
Arthritis Research UK	Jon Egging Trust	Shine
Arts 4 Dementia	Jubilee Sailing Trust	Smallwood Trust
Asylum Aid	Kidney Research Yorkshire	SongBird Survival
Awards for Young Musicians	Kidneys for Life	Spinal Research
Bank Workers Charity	Leuka	Staffordshire Women's Aid
Battersea	Leukaemia UK	St John Cymru Wales
Beanstalk	Livability	St Mungo's
Birmingham Hippodrome Theatre Trust	Living Streets	Stray Aid
Birmingham Museums Trust	LNWR George the Fifth Steam Locomotive	Sue Ryder
Birmingham Royal Ballet	Trust	Support Dogs
Blind Veterans UK	Lord's Taverners	The Ambulance Services Charity
BookTrust	Lymphoma Action	The Bevern Trust
Borderline	Macmillan Cancer Support	The Children's Air Ambulance
Bowel Cancer UK	Macular Society	The College of St Barnabas
Brain Tumour Research	Making Space	The Conservation Volunteers
Brain Tumour Support	Marie Curie	The Elizabeth Foundation
Bread and Water for Africa UK	Marine Society & Sea Cadets	The Fountain Centre
British Heart Foundation	Medical Research Foundation	The Humanimal Trust
British Home	MHA	The IBS Network
British Homeopathic Association	Minstead Trust	The Meath Epilepsy Charity
British Liver Trust	MS Trust	The Moredun Foundation
British Lung Foundation	Museum of Science and Industry	The National Brain Appeal
British Red Cross	National Coal Mining Museum for England	The National Holocaust Centre and Museum
Brooke	National Media Museum	The Patients Association
Canal & River Trust	National Railway Museum	The People's Mosquito Ltd
Cancer Research UK	National Rheumatoid Arthritis Society (NRAS)	The Poppy Factory
Care & Repair Cymru	National Theatre	The Rossendale Trust Ltd
Cats Protection	National Trust for Scotland	The Royal Naval Benevolent Trust
Central YMCA	National Youth Jazz Orchestra	The St Gregory's Foundation
Chronic Lymphocytic Leukaemia Support	Natural History Museum	The Victoria League for Commonwealth Friendship
Association –	Network for Animals Charitable Trust	The Westminster Society
CLLSA	Newcastle Dog and Cat Shelter	The Wildlife Trusts
Civic Voice	Newport Mind	The Woodland Trust
Classics for All	NSPCC	The Worshipful Company of Spectacle Makers' Charity
CMT United Kingdom	ORBIS UK	Thera Trust
CMV Action	Oxfam	Tigers4Ever
Cobalt	Pancreatic Cancer Action	Transform Housing & Support
Coeliac UK	Pancreatic Cancer UK	Turn2us
Contact the Elderly	PDSA	UNICEF UK
CORDA preventing heart disease and Stroke	Place2Be	Universities Federation for Animal Welfare
Cyril Flint Befrienders	Princess Alice Hospice	University College of Osteopathy
Cystic Fibrosis Trust	Prisoners Education Trust	Veterans Aid
Dandelion Time	Prostate Cancer UK	Victoria and Albert Museum
Defence Medical Welfare Service (DMWS)	Providence Row	WaterAid
Dementia UK	Queen Elizabeth Birmingham Hospital Charity	Wood Green, The Animal Charity
Designability	Rainbow Trust Children's Charity	Worldreader
Dogs Trust	Remus Memorial Horse Sanctuary	WRVS Benevolent Trust
Down's Syndrome Association	Rethink Mental Illness	YHA (England and Wales)
Durrell Wildlife Conservation Trust	RNIB	Yorkshire Dales Millennium Trust
Environmental Investigation Agency Trust	RNLI	