

# **Campaign Supporter**

# **Welcome Pack**

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# **About Remember A Charity and the Campaign Supporter Scheme**

# About Remember A Charity

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[Remember A Charity](#) is a consortium of almost 200 UK member charities, working together with the legal sector to raise awareness of charitable gifts in Wills the social norm.

Every year, more and more people are leaving a gift to charity in their Will.

By letting your Will-writing clients know that it's an option, after looking after their family and friends, you can help them to continue supporting the causes they care about beyond their lifetime.



*Find out more about the impact of gifts in Wills*

# The Campaign Supporter Scheme

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Remember A Charity's Campaign Supporter scheme is formed of Wills and probate solicitors, and other qualified Will-writing practitioners and legal advisers, who **agree to always mention the option of including a gift to charity** to their Will-writing clients - once their loved ones have been taken care of.

The scheme provides support and [resources](#) to help professional advisers ensure that their clients look after everything that is important to them in their Will, in addition to helping all charities across the sector.

By joining the campaign you kindly agree to our [Campaign Supporter Practitioner's Charter](#).



# **Why are gifts in Wills so important?**

# Why is it important to your client?

We believe it is in your clients' best interest to understand all their options when writing their Will. However, many people are still unaware that they can support causes they care about by including a gift in their Will.

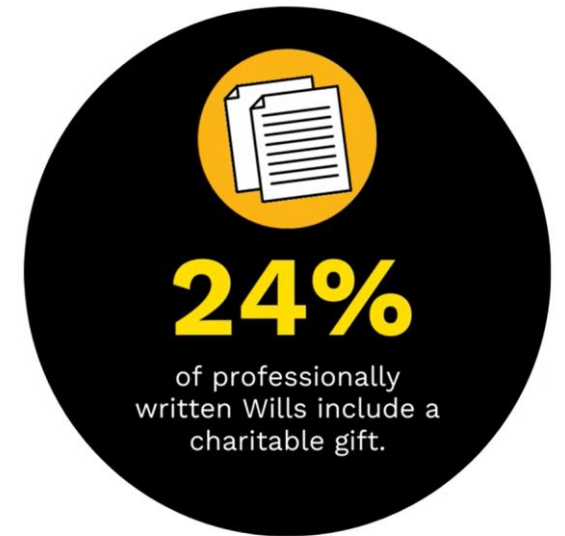
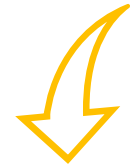
Our research shows that **40% of the UK want to leave a gift to charity** in their Will after taking care of loved ones, but only 7% currently do – one of the most prominent reasons people give for not doing so is that they simply didn't think of it at the time.

As a Campaign Supporter, you **help address this disconnect** by raising awareness and increasing understanding among your Will-writing clients.

By simply mentioning the option to your clients, they are **twice as likely** to include a charitable gift. We also know that the majority of the public would be happy for their advisor to mention it.

[Find out more about our research with the Cabinet Office Behavioural Insights Team.](#)

*Public appetite for this form of giving continues to grow*



Source: Remember A Charity Consumer Benchmarking Study 2022, OKO

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

“

Our priority is providing clients with the support they need to make informed decisions about the legacy they leave behind, and ensuring their wishes are respected.

Being a Remember A Charity Campaign Supporter was a natural step for us, and we are proud to be helping clients realise their ability to support causes close to their heart beyond their lifetime.

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— Yasmin Hoque, Founding Partner & Director of Legal, AL-HQ Law & More



# Advising clients

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We want to ensure that clients are consistently made aware of the charitable option when writing their Wills.

Our latest benchmarking research showed that 73% of professional advisors *always* or *sometimes* mention the option of charitable gifts to their clients – and this small part of your job can help make a huge impact.

**As Campaign Supporters, we ask that every adviser in your organisation please always mentions the option to include a gift to charity, once loved ones have been looked after.**



# Importance of charitable legacies



Legacies are a vital source income to UK charities, generating almost £4 billion for good causes each year. In recent years, those donations have sustained charities and funded vital services across the country, including:

- **6 out of 10 RNLI** rescue launches would not be possible without charitable gifts in Wills.
- Charitable Gifts in Wills fund **over a third of Marie Curie hospices**.

**But...** although we are a charitable nation, many of us don't think to include a charitable donation in our Will.

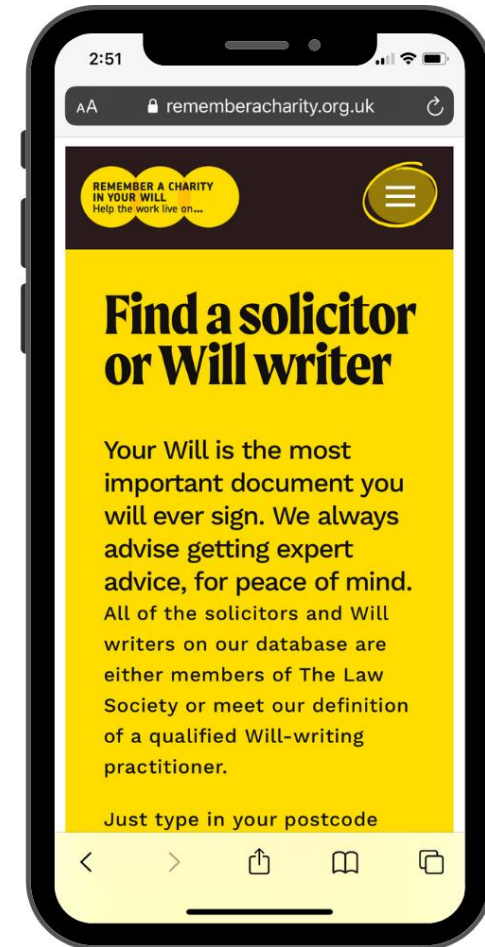
**YOU can help us drive change and inspire more people to consider leaving a gift to their favourite charity in their Will.**

# **The benefits to you and your organisation**

# Free listing on our public directory

Any company, partnership or sole practitioner signed up as a “Campaign Supporter” will have their details displayed on the [public directory on the Remember A Charity website](#).

Remember A Charity’s website receives thousands of unique visitors each month with paid media continually driving traffic to the site.



# Remember A Charity Week in September

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**REMEMBER A CHARITY  
IN YOUR WILL WEEK**

**11-17 September 2023**

Take part in our annual awareness-raising week, [Remember A Charity Week](#), to promote charitable giving in Wills and also your organisation.

Every September the charity sector comes together to celebrate and raise awareness of legacy giving to the public and their supporters, with many using the week to promote the importance of having an up-to-date Will.

As a Campaign Supporter you will receive exclusive marketing assets to help you **use the week to promote the benefits of an up-to-date Will.**

# Show your support for charity

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Campaign Supporters are encouraged to use the Campaign Supporter logo and Charity Champion badge image to indicate to existing and potential clients your support of the campaign, helping to promote your Will-writing services.

Using the logos on your website, promotional materials and email signatures showing you are part of a charitable campaign can help enhance your reputation.

Download the logos [here](#).

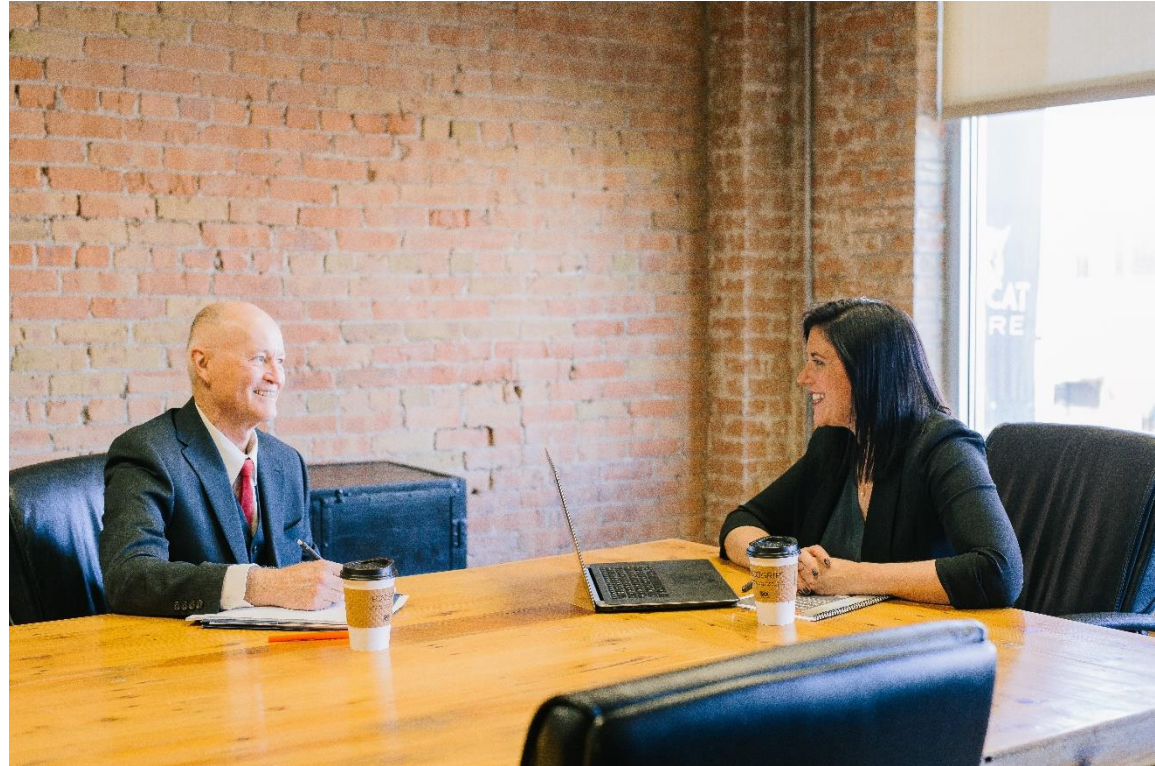




# Resources to help get the conversation started

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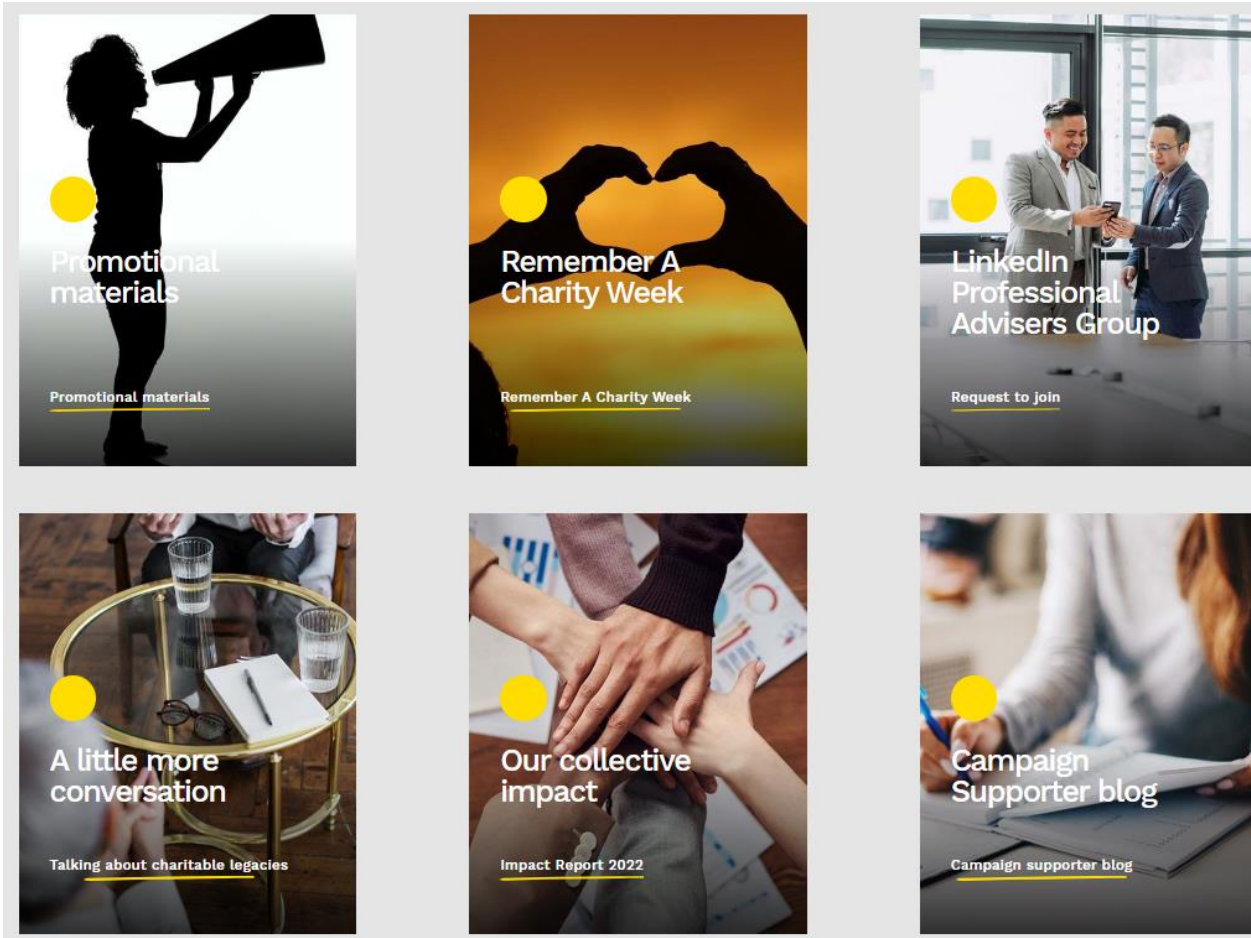
From webinars and draft press releases, to [our guide to talking about charitable legacies](#), we provide guidance and support to help you approach conversations about charitable estates, along with background information about just how crucial this form of giving is to UK charities.



# Your free resources



# Your free resources



You can access free resources all year round on our dedicated [professional adviser resources hub](#) – we suggest bookmarking this page for ease of reference!

Download tailored assets, logos, newsletter and press release templates, and template social posts [here](#).

If you have any problems downloading files please contact us at [info@rememberacharity.org.uk](mailto:info@rememberacharity.org.uk)

# Five quick-wins

# Five quick-wins you can do now

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Now you're a Campaign Supporter there are some quick and easy steps you can take to help you **tell your clients and spread the word:**

1. Include a question about charity in any will-writing questionnaire for your clients
2. Add the Campaign Supporter and/or Charity Champion logo to your website (see slide 9)
3. Put up a post on your social channels (examples on slide 22)
4. Share the news about joining Remember A Charity – [here's a template newsletter for clients](#) and [here's a template press release](#) to share the news with your local media
5. [Subscribe to our Professional Adviser Bulletin](#) to keep up to date with all the latest news and developments in the world of gifts in Wills

 Don't forget to invite your colleagues to subscribe too!

# Other ways to get involved

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Would you be willing to **speak to journalists** on topics related to Will-writing? We are always looking for charitably-minded solicitors and Will-writers to provide comment for legal, charity and national press. Previous spokespeople have featured in the Telegraph and The Times.

Could you **help us create content** aimed at other professional advisors to help encourage charitable prompting?

We are keen to work with the legal sector to **promote charitable prompting as best practice** so if you have any opportunities for collaboration please [get in touch](#).

# Get social

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

# Example social media posts

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Here are some example **posts to use on your social channels:**

- *We are delighted to have joined the @RememberCharity Campaign Supporter Scheme, helping to discuss charitable giving with our Will-writing clients. Get in touch today and find out how to support your favourite cause in your Will. <link to your website>*
- *Did you know 100 people write a charity into their Will a day? We are proud to have joined the @RememberCharity Campaign Supporter Scheme and can't wait to discuss with our clients. Find out more here <link to your will writing page>*
- *It's easier than you might think to include your favourite charity in your Will. Even a small gift can help make a huge difference. Speak to one of our advisors today about updating your Will.*

**Please tag us so we can share too:**

Twitter - [@RememberCharity](https://twitter.com/RememberCharity)

Facebook - [Remember A Charity](https://www.facebook.com/RememberACharity)

LinkedIn - [Remember A Charity](https://www.linkedin.com/company/RememberACharity)



# Stay connected

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Follow us on social media to keep up to date:

- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)

We also invite you to join our [LinkedIn Group for Professional Advisers](#). The group welcomes all solicitors, Will-writers, wealth managers, and other professional advisers with an interest in charitable gifts in Wills – providing a space to share knowledge, ask questions, network, and collaborate amongst your peers.



**Thank you for your support**

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