

Remember A Charity Campaign Supporter Charter

As a Campaign Supporter you play a key role in helping your clients look after everything they care about in their Will, from friends and family to the good causes that people care so passionately about.

Signing the Charter is completely voluntary and is not legally enforceable. By signing the Charter, Campaign Supporters are simply making a public demonstration of support of Remember A Charity and our aims by agreeing to the following:

- **You and all Will-writing practitioners in your firm alert clients to the option of leaving a gift to charity in their Will, alongside gifts for family and friends.**
- You consider all charitable donations in Wills favourably.
- You understand how to and give balanced advice on the various options for charitable legacies.
- If appropriate, you will discuss with clients the different types of gifts and advise them on any relevant tax advantages
- You will be supportive when a client wants to appoint a charity as their executor. This includes checking, before drafting the Will, if the chosen charity is able and willing to undertake this role.
- The supervising practitioners in your firm are either solicitors or qualified Will-writing practitioners.

Our promise to you

There are many benefits to being a Campaign Supporter. These include:

- Being listed on our 'Find A Solicitor or Will-Writer' postcode search area of our website. This is viewed by potential clients looking to find their nearest professional advisor to help with their Will.
- Taking part in our annual awareness raising week in September, Remember A Charity Week, to promote your Will-writing services and to raise awareness of charitable giving in Wills.
- Use of promotional assets including the 'Campaign Supporter' and 'Charity Champion' logos to open up conversation about Will-writing and charitable Giving - these can be used on your website/emails/social media all year round.

- Receipt of regular communications about gifts in Wills to keep you up-to-date with the campaign and how you can get involved.
- PR opportunities to contribute commentary on relevant issues for charity, legal trade and national press.
- Exclusive discounts on training or marketing opportunities via our partners

SIGNED <i>Digital or typed</i>		DATE	
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Please note: Remember A Charity reserves the right to refuse or withdraw approval of membership of the Campaign Supporter scheme at any time.