

Remember A Charity Week 2024

Campaign Supporter Toolkit

About Remember A Charity Week

As a Campaign Supporter, each September you can join professionals and charities from across the UK as we come together for Remember A Charity Week, to celebrate and raise awareness of Willanthropy – leaving a gift to charity in a Will.

Every year, more and more people are leaving a gift to charity in their Will. By letting your clients know that it's an option, after looking after loved ones, you can help them to continue supporting the causes they care about.

Remember A Charity Week is a great **opportunity to promote the importance of having an up to date Will**, as well as opening up client conversations around charitable estates and any relevant tax breaks.



09-15 September 2024



This year's campaign

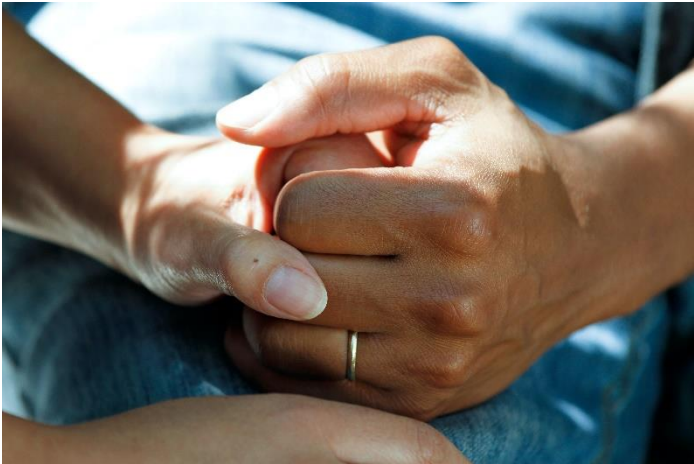
This year's Remember A Charity Week takes place from the 9th-15th September.

During the week, we'll be continuing to build on 2023's popular consumer campaign theme 'Be remembered'.

Designed to create a conversation about what we leave behind, and to celebrate the small but special things we remember about our loved ones, the campaign aims to inspire people to consider their own legacy.



Importance of charitable legacies



Charitable gifts in Wills are on rise – and for many charities this is now one of their largest sources of donations, generating £4 billion for good causes each year. But, in challenging economic times, this vital income has never been more needed.

These donations are sustaining charities and services across the country, funding:

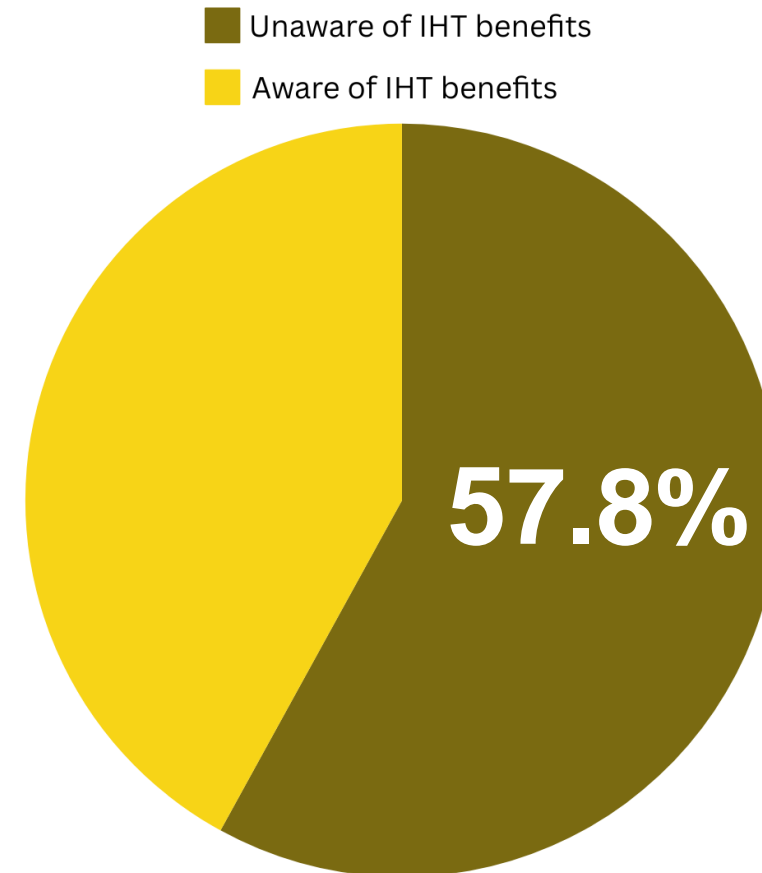
- **6 out of 10 RNLI rescue launches**
- **More than 50% of British Heart Foundation's funding**
- **Over a third of Marie Curie's hospice care**
- **Crucial support for hundreds of small and community-based charities**

But... although we are a charitable nation, many don't think to include a charitable donation when writing their Will

Inheritance Tax incentives

Our research shows that over half (57.8%) of charity supporters aged 40+ are in the dark about the tax advantages of doing so.

Remember A Charity Week presents the ideal opportunity to help your clients better understand the tax break opportunity of a leaving charitable gift.





“Increasingly, clients that we act for want to be remembered for their compassion, generosity and kindness. They want their final wishes to reflect their values in life. The most inspiring way to help them achieve this is talking through the option of leaving a charitable gift in their Will.

“It helps too that there are some extremely generous tax incentives for donating from your Will. Whatever amount you leave to charity is free of tax, so that effectively increases the inheritance tax threshold. Plus, if you donate 10% of your estate (or more) to charity, the Inheritance Tax rate is discounted from 40% to 36% and this really can make a considerable difference.”

Ian Bond, Partner at Irwin Mitchell solicitors

How you can get involved

We're delighted to offer our Campaign Supporters a full suite of campaign assets to help you promote Remember A Charity Week to your clients.



Designed to get more people talking about legacy giving, the campaign delivers the simple ask: 'Will you?'

Download the Remember A Charity Week assets from your advisers resources area [here](#).

Assets include:

- Remember A Charity Week logo
- Social media assets and web banners
- Information sheets
- Newsletter copy template
- Customisable poster



Social Media

Here is some suggested copy for you to post across your social media channels, alongside the assets on page 5, during the week.

Please tag us so we can share too: Twitter - [@RememberCharity](#), Facebook – [Remember A Charity](#), LinkedIn – [Remember A Charity](#)

- *1 in 5 charity donors over 40 now include a charitable gift in their Will. Will you join them in making a difference for the future? Talk to us about #giftsinWills this #RememberACharityWeek [link to your website]*
- *Did you know that you can include a gift to charity in your Will once your loved ones are taken care of? There are even some inheritance tax advantages of doing so. Find out more here: [link to your website] #RememberACharityWeek*
- *This #RememberACharityWeek, we're reminding our clients to consider including a gift in your Will to a charity you care about, after taking care of family and loved ones. Find out more – www.rememberacharity.org.uk @remembercharity #giftsinwills*
- *Could you be a 'Willanthropist'? As proud Campaign Supporters, this #RememberACharityWeek we're encouraging our clients to consider joining the nation's growing #Willanthropy movement, by supporting the causes you care about in your Will. Find out more: www.rememberacharity.org.uk/Willanthropy*



**Charity donors aged 40+
have included a
charitable gift in a Will**

*OKO, Legacy Giving Consumer Benchmark Study

Webinar: how to make the most of the Week

[Check out the recording](#) of our Campaign Supporter webinar - where Eleanor Evans, Partner at Campaign Supporters Hugh James, Gareth Wisdom, Partner and Head of Wills and Estate Planning at Hugh James, and Yasmin Hoque, Founder and Partner at Campaign Supporters AL-HQ Law & More, explore:

- How you can use Remember A Charity Week to promote your Will-writing services
- Using social media, blogs, and other programmes to open up conversations about gifts in Wills
- The client conversations you can expect to have during the Week

Spread the word

To help you spread the word about your support of Remember A Charity Week, why not write a blog, send out a newsletter, or share on social media exploring why you're championing legacies?

We've prepared some [template copy](#) to help you share the news.

Let us know if we can help provide any extra background information – we're here to help!



Get social!

During Remember A Charity Week, we encourage you to customise your LinkedIn and Facebook profile pictures by using our [social media frame](#).

You can follow our step-by-step guide on how to use the frame [here](#).



Share our How-to videos



Our popular short videos, presented by Janet Ellis, are an easy way for clients to learn more about gifts in Wills and the importance of Will writing.

Find them all on our [playlist](#).

Show your support for charity

As a Campaign Supporter, we encourage you to use your exclusive logo to promote your support for the campaign and charities all year round, but in particular during Remember A Charity Week.

Download the logo [here](#).

Where to use this logo

Why not use the logo on your website, your social media and email signatures?



Want to do more?

If you would be willing to share a quote, case study, or message of support explaining why you're supporting Remember A Charity Week, we'd love to hear from you.

[Contact us today](#) so we can shine a light on your examples and experiences.



Thank you for your support

If you have any queries, please contact us at

info@remembercharity.org.uk