

Why join Remember A Charity as a Campaign Supporter?



Help your clients look after everything they care about – family, friends, and the good causes close to their heart.

Our Campaign Supporter scheme is free to join – all we ask is for you to commit to making clients aware of the option of including a gift to charity in their Will, alongside provisions for family and loved ones.

Join us to help open up the conversation about gifts in Wills with your clients, ensuring they have all the information they need about the options available to them, whilst also promoting your Will-writing services to the public.

Did you know?



100 people in the UK leave a gift to charity in their Will every day¹

21%

21% of professionally written Wills include a charitable gift²



77% of professional advisors always or sometimes mention the option of charitable gifts to their clients³

Campaign Supporter benefits include:

- ✓ **Your details listed for free on our directory of solicitors & Will-writers**
Help promote your business by having your details displayed on our 'Find a solicitor or Will-writer' directory, which provides an easy way for the public to find an adviser to help them with their Will-writing needs.
- ✓ **Take part in Remember A Charity Week**
Use our high-profile annual awareness campaign Remember A Charity Week to promote the benefits of an up to date Will. You'll also receive a toolkit of promotional materials to use throughout the week.
- ✓ **Resources to help get the conversation started**
We provide template materials, guidance and support to help you approach conversations with clients, along with background information about just how crucial this form of giving is to UK charities.
- ✓ **Logos to show your support**
You can use our Campaign Supporter logo on your marketing materials to show your support and enhance your reputation among both current and prospective clients.
- ✓ **Exclusive For Legal discount**
We're proud to partner with online training provider For Legal to offer you 50% off their premium plans, helping you to complete your CPD.

Can a conversation change the world?

Our research with the Cabinet Office Behavioural Insights Team shows that one of the most prominent reasons people don't already include a gift to charity in their Will is that they simply didn't think of it at the time.

By mentioning the option of leaving a gift in their Will, you can help your clients to continue supporting the causes they care about.

“ 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.

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

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Did you know?



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. You can help address this disconnect.



6 in 10 RNLI rescue launches, over 1/3 of Marie Curie hospices, and many smaller community-based charities are now funded through gifts in Wills



Gifts in Wills generate over £4 billion of vital funding for good causes each year⁴

See more at
rememberacharity.org.uk/advisers

Scan here to subscribe to our monthly professional adviser bulletin for all the latest news and developments in the world of gifts in Wills



1. Smee % Ford, 2024 2. Remember A Charity Professional Adviser Benchmarking Study 2024, Savanta 3. Remember A Charity Professional Adviser Benchmarking Study 2024, Savanta 4. Legacy Foresight, 2024

Remember A Charity is part of the Chartered Institute of Fundraising, which is incorporated by Royal Charter (RC000910) and is a charity registered in England and Wales (No. 1188764) and Scotland (No. SC050060).