

Membership Benefits

Join us to be part of the sector-wide movement to grow the legacy market and to help strengthen your legacy income

Legacy income is changing the future of charitable services across the UK. Bringing in over £4 billionⁱ of vital funding annually, gifts in Wills enable charities to strengthen their core funding and resilience for the years ahead. And with appetite for legacy giving reaching a record high, that income is expected to reach £10bn a year by 2050ⁱⁱ.

How can you be part of this change?

Join Remember A Charity, collaborating with us to normalise legacy giving and gain exclusive resources to support you in your legacy fundraising.

As part of the Remember A Charity consortium, you can:

- ✓ Take part in our high-profile consumer awareness campaigns all year round
- ✓ Maximise exposure for your charity among the Will-writing public
- ✓ Gain a voice in our lobbying agenda to protect the tax incentives and enhance the wider legacy giving environment
- ✓ Access members-only fundraising resources that enable you to make our campaign messaging your own

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

Resources and discounts for members include:



- ✓ Full toolkit of customisable promotional assets for your legacy fundraising campaign
- ✓ Participation in Remember A Charity Week each September, including a toolkit of campaign resources
- ✓ Promotion of your charity and your legacy stories via our digital channels, helping you reach new audiences
- ✓ Member events to learn best practice and network with your peers
- ✓ Access to free on-demand legacy fundraising training
- ✓ Regular updates on relevant policy and lobbying activity
- ✓ Access to exclusive resources and research for Remember A Charity members
- ✓ A 20% discount on Will-writing for your supporters – offered via Co-op Legal Services

See more at rememberacharity.org.uk/membership

What are we doing to grow the market?

When you join Remember A Charity, **your voice adds to our collective strength to grow and normalise legacy giving**. But how do we use that voice and how do we drive change?

As a consortium of close to 200 charities, we do what no organisation can do alone – we combine our strength to showcase the importance of legacy giving and to build reach, influencing the public, government, professional advisers and other key partners to take action.

**Those who
have seen or heard
of Remember A Charity
Week are more than
TWICE AS LIKELY
to have left a legacy.***

Reaching and engaging the Will-writing public

Delivering targeted consumer campaigns all year round, which peak during Remember A Charity Week each September, we inspire the public to leave a gift in their Will. Our targeted consumer advertising activity in 2024 had a reach of 6.5 million across social media.

77% of professional advisers now highlight the legacy option with their clients, with 21% of charity supporters aged 40+ including a charitable gift in a Will***

Embedding charitable giving in the Will-writing process

We partner with leading legal firms and professional bodies to **embed charitable giving in Will-writing**, offering guidance and resources for professional advisers. Through our Campaign Supporter scheme, **over 900 solicitor firms and Will-writers have committed to highlight the option of leaving a charitable gift with their clients**. And we are now working with a core group of wealth advisers to reach and inspire high net worth supporters with the legacy message.

Lobbying government to protect legacies

Working with policymakers and lobbying government, we challenge them to protect vital tax reliefs on legacy giving and to resolve probate delays, so that income from legacies can continue to flow. We provide our members with regular and exclusive updates to help you plan for the future, **giving you a seat at the table to voice concerns or identify opportunities for growth**.

“We have a unique opportunity to significantly grow the legacy market over the next few years, providing opportunities for all charities to generate significantly more income. We will only do this effectively, however, by collaborating and working together. Remember A Charity is the best place to do this.”

Craig Fordham, Director of Public Fundraising,
Macmillan Cancer Support

Join us to be part of the change

Get in touch today to find out more about joining! New members can choose from two new joiner membership offers: **first year 20% discount or 15 months for the price of 12**.

Get in touch at info@rememberacharity.org.uk

i Legacy Foresight, 2024 ii Legacy Foresight, Market Model 2023 *Remember A Charity Consumer Benchmarking Study, 2024, OKO
**Remember A Charity Professional Adviser Benchmarking Study, 2024.