

F Farewill

Fundraising Everywhere Conference
25th September 2025



Introducing Me

Head of Partnerships at Farewill since November 2023

Previously worked in social housing & supporting people experiencing homelessness back into employment

Northerner stranded down south



Introducing Farewill

NK Nev Kerry
2 days ago



The whole experience was first class. Everything was conducted in a very personal and caring way. Communication throughout really helped take a lot of the stress and anxiety away. Everyone invol... [See more](#)

Useful Share

Z Zoe Fletcher
14 Sept 2025



This company was nothing but 100% professional kind and compassionate at such a very difficult time. They made a very stressful situation a lot less painful. Nothing was too much trouble and Deeanna... [See more](#)

JU Julie
12 Sept 2025



Very impressed, prompt response, everything was made easy, very polite team, I opted to pay the £6 for them to send a printed copy as I don't have a printer! I'm about to refer them to several friend... [See more](#)

Useful Share

KR Krisha
2 Sept 2025



Very easy to sort out my will and all free, with an optional donation of my choice to RNLI. Did it all online by answering Farewill's questions, submitted to them for legal checks, then they sent... [See more](#)



19,000+

5-star Trustpilot Reviews

Outstanding

Partner to the Legacy Sector,
Smee & Ford Awards 2025

407

Charity Partners

MACMILLAN
CANCER SUPPORT



BATTERSEA



Lifeboats

CAMPAIGN FOR
DIGNITY
IN DYING.



OXFAM



CANCER
RESEARCH
UK

What we are going to talk about today...

"Why do people write their wills?"

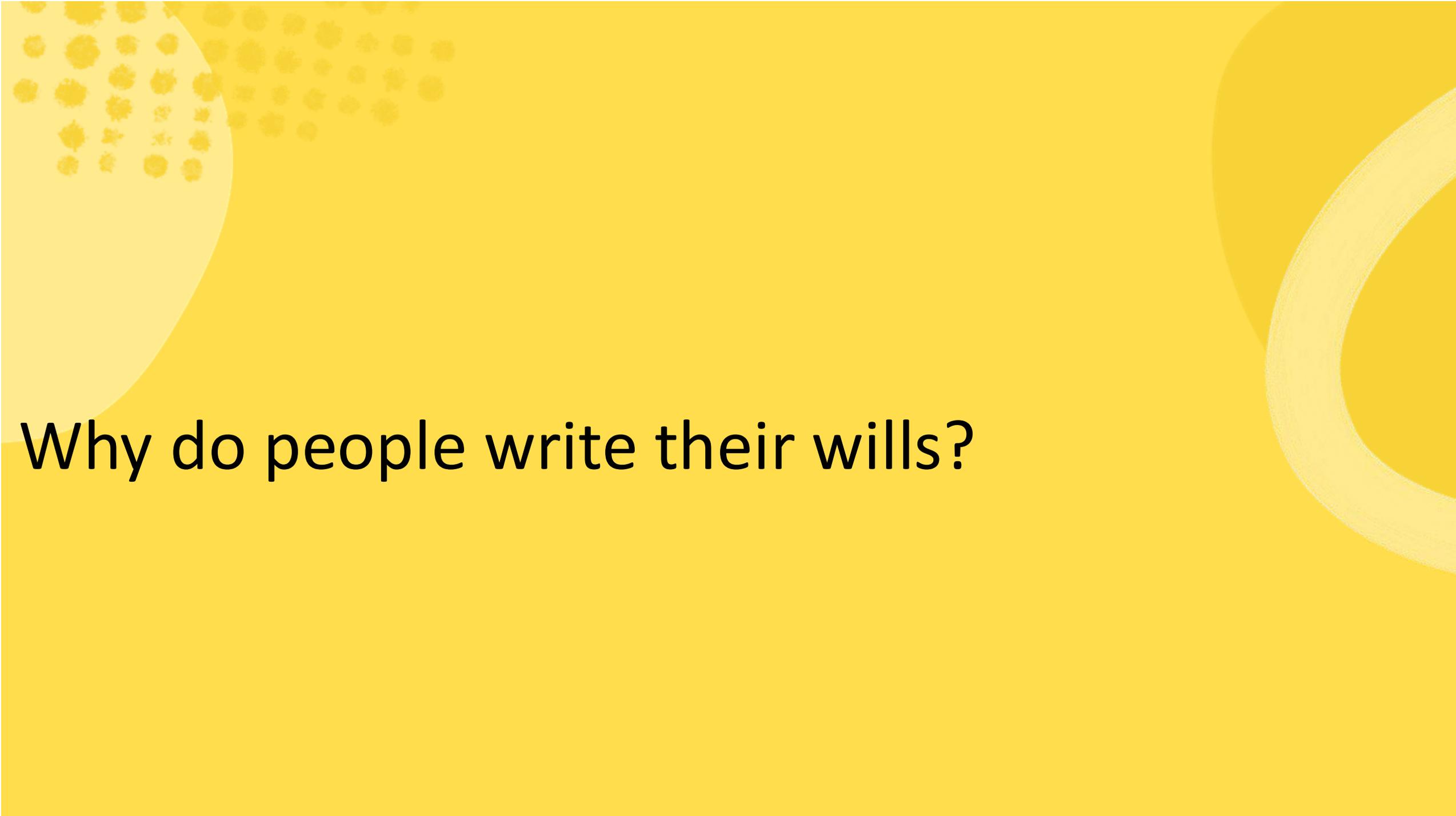
"How do I reach people with my free wills programme?"

"How do I build the most effective stewardship journey?"



"What do people think about when planning their funeral?"

"How do I deliver the most value from legacy fundraising?"



Why do people write their wills?

Messaging update
Why do people write ~~their~~ wills?

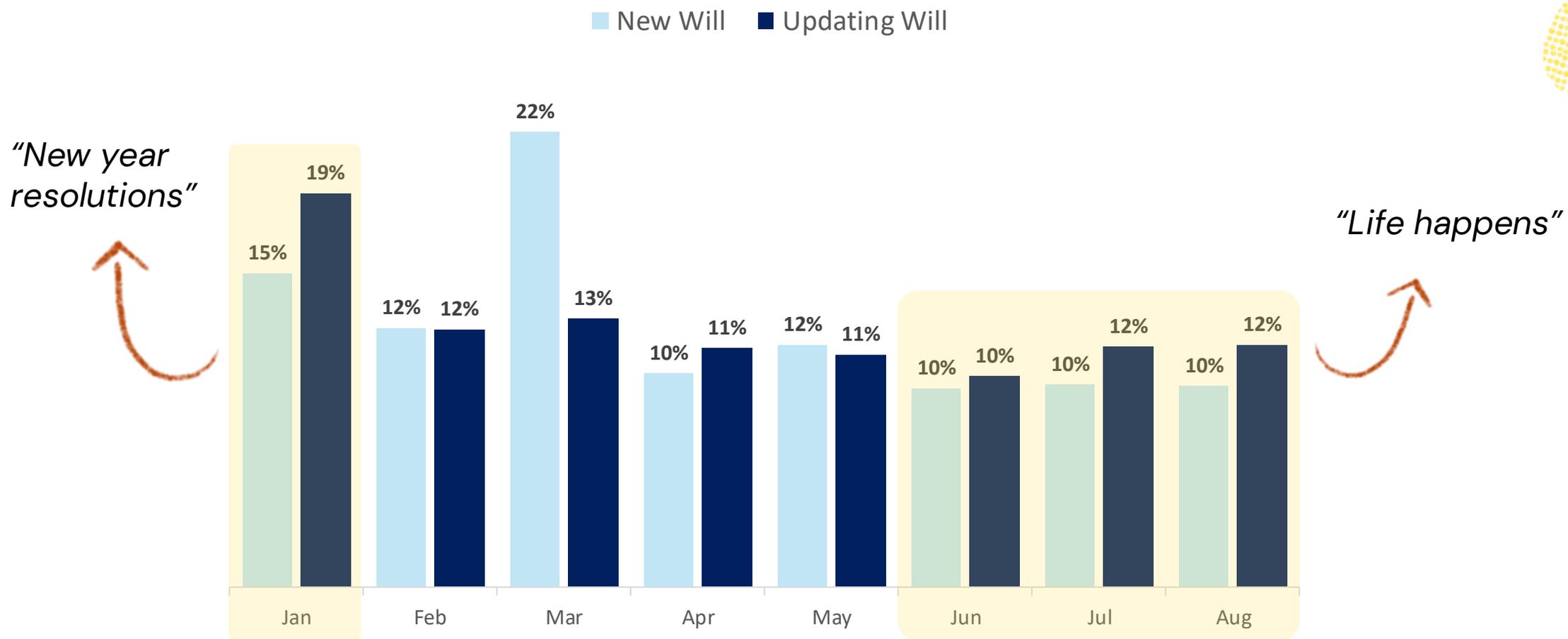
27% of people who update their will change their beneficiaries

Becoming parents, grandparents getting married or divorced all triggers an update in writing a will. However, these all have a **delay**.

Think through how your charity has 'always on' communication on wills to capture people at the right time.

Messaging update

Why do people write their wills?



Data from all Farewill wills written in 2025 through charity partners

Messaging

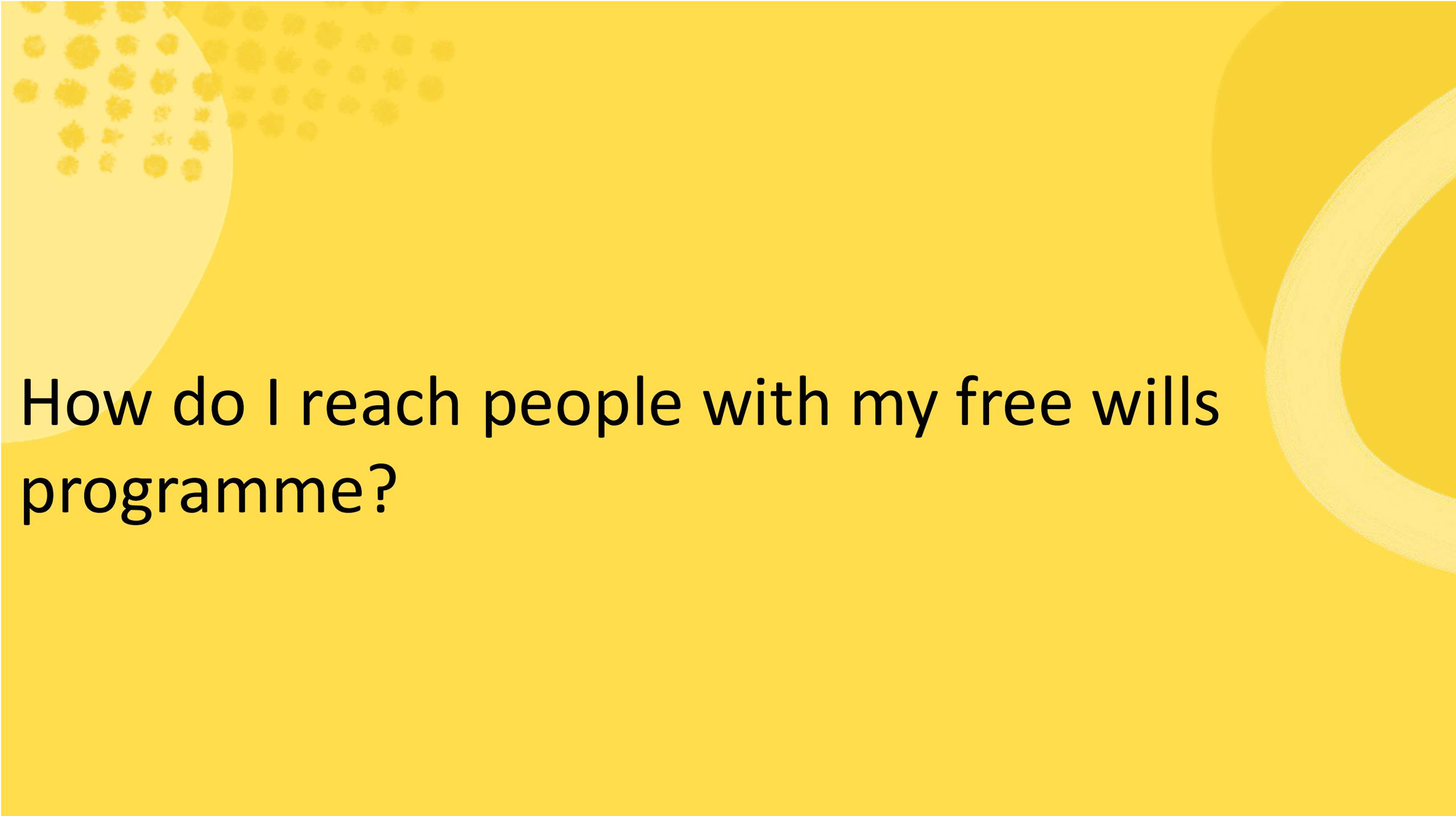
update

Why do people write ~~their~~ wills?

Only 5% of people who update their will change their funeral wishes

Once decided on funeral wishes within a will, people are rarely updating them.

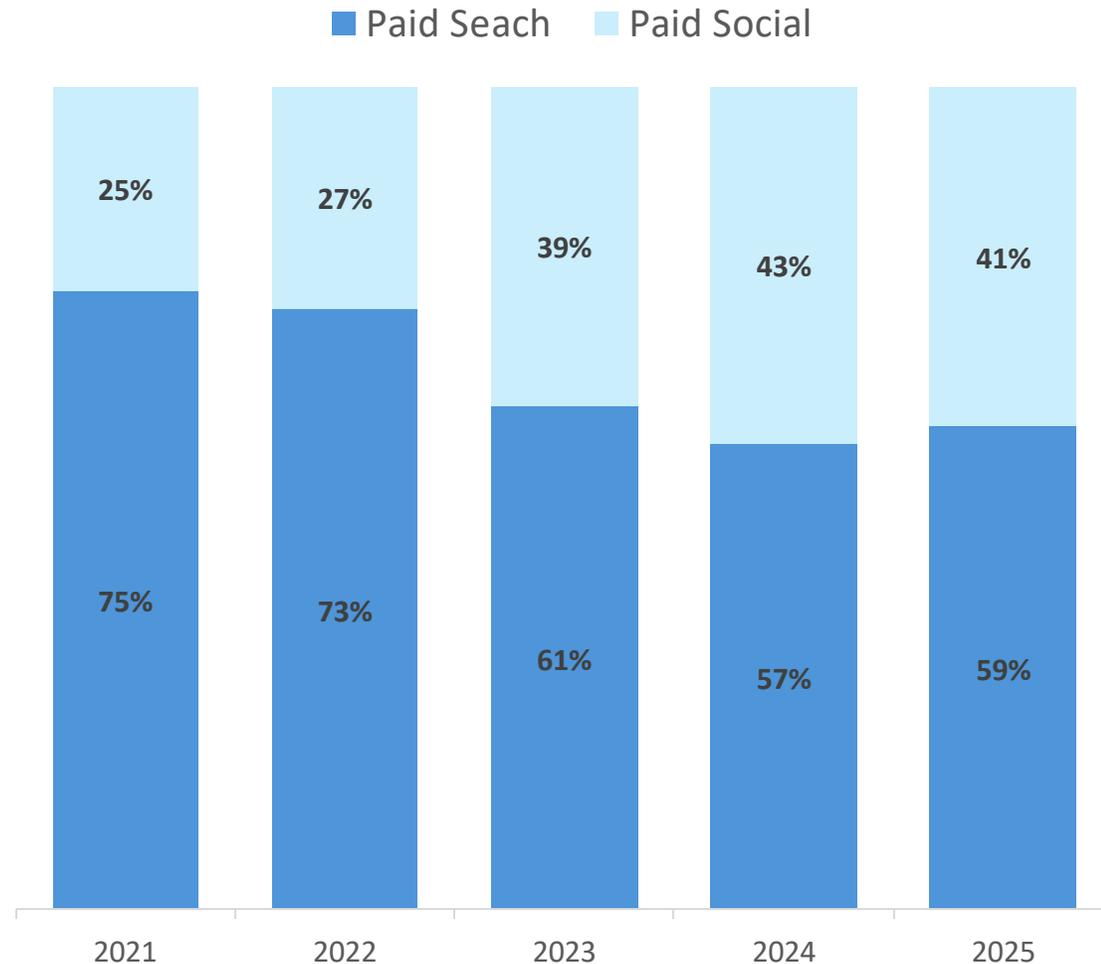
More important to **join up** legacy & in-memory messaging during the initial acquisition journey.



How do I reach people with my free wills programme?

Acquisition

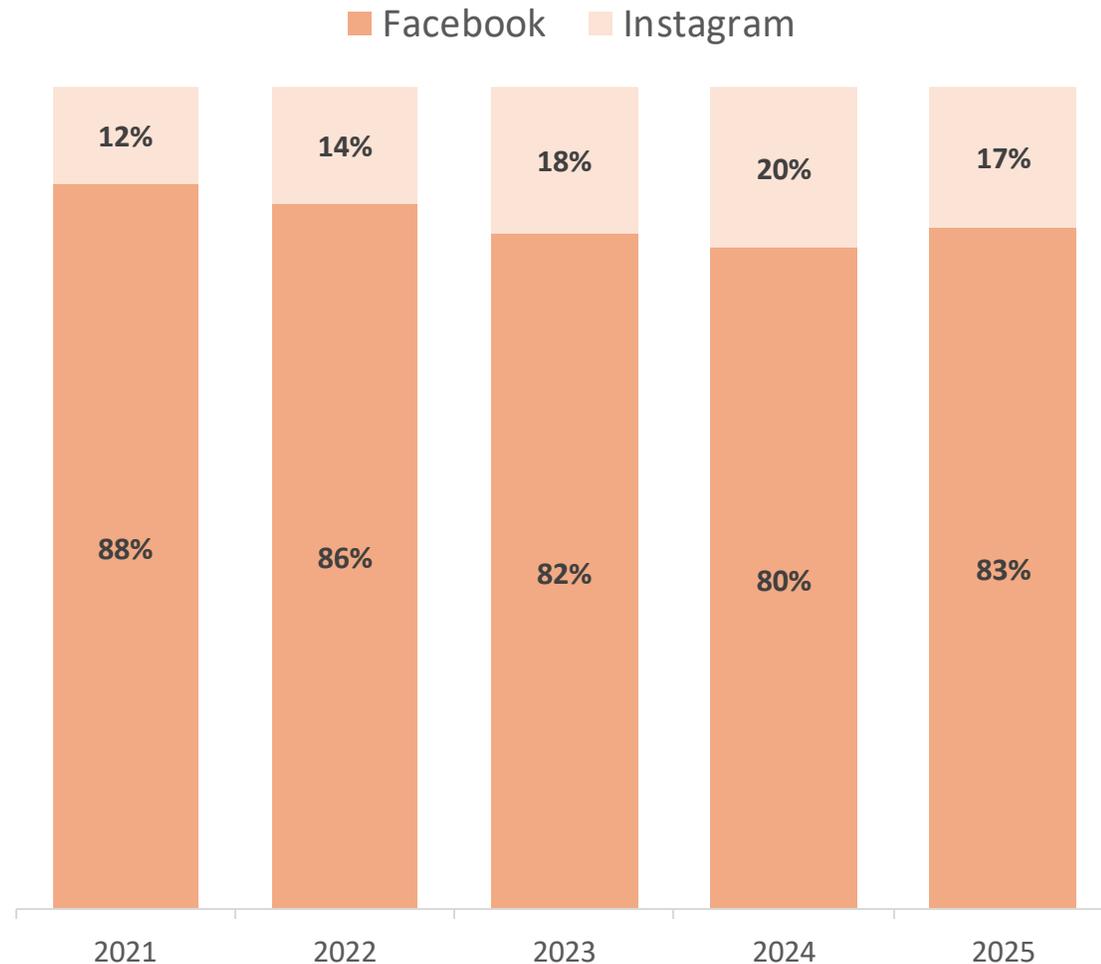
How do I reach people with my free wills programme?



Since the pandemic, acquisition priority has shifted towards paid social over paid search.

Acquisition

How do I reach people with my free wills programme?

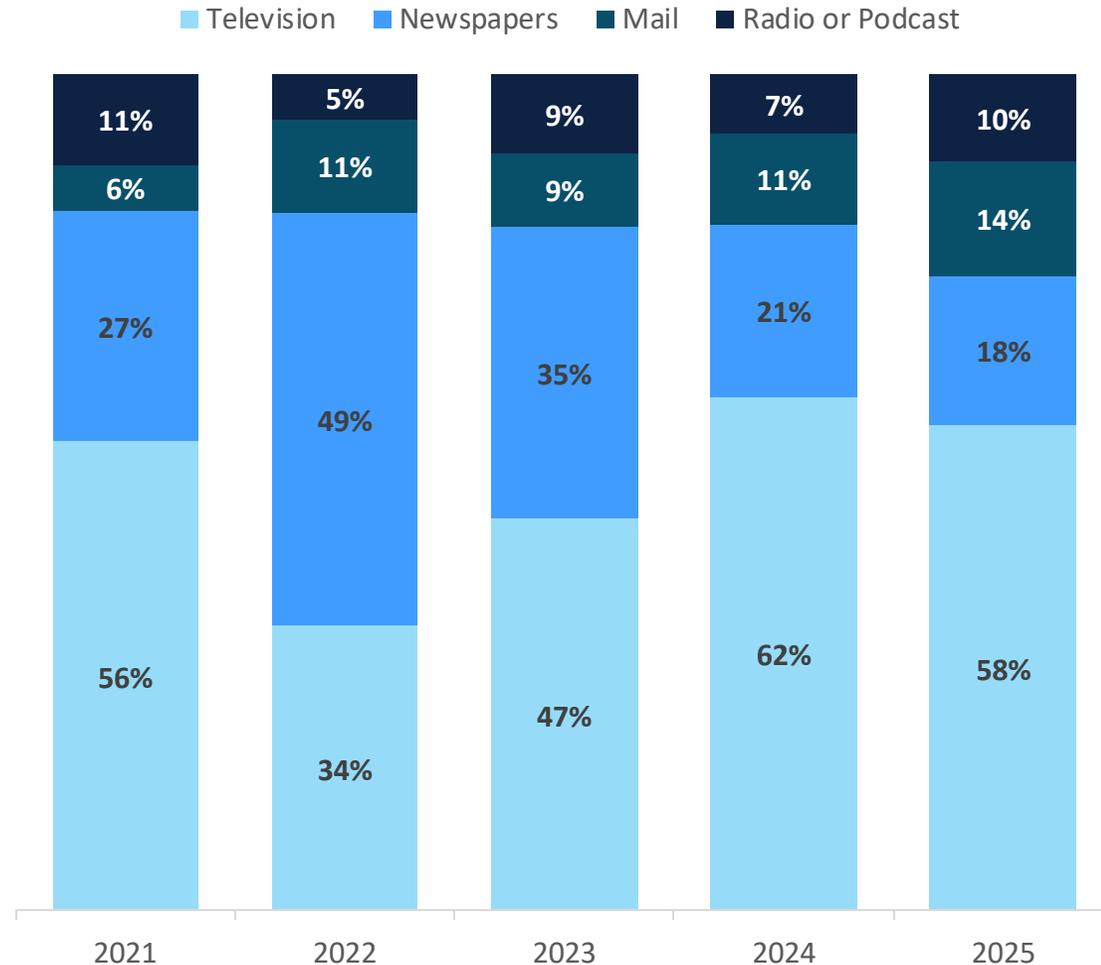


Instagram has risen slightly since COVID, but Facebook remains dominant.

Data from all Farewill wills written through charities, individuals self select marketing channel

Acquisition

How do I reach people with my free wills programme?

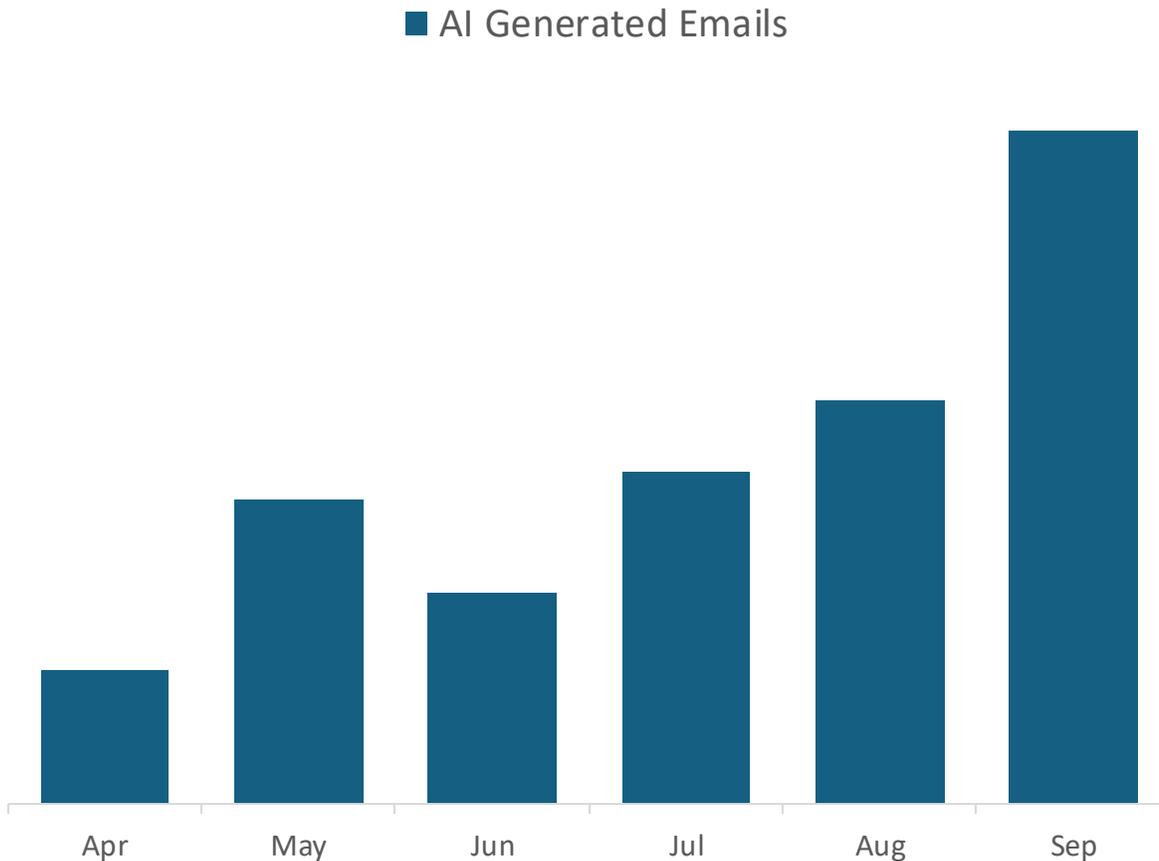


After a large investment in newspaper ads in 2022, investment has shifted to TV in recent years.

Radio & Mail have remained largely unchanged since 2022.

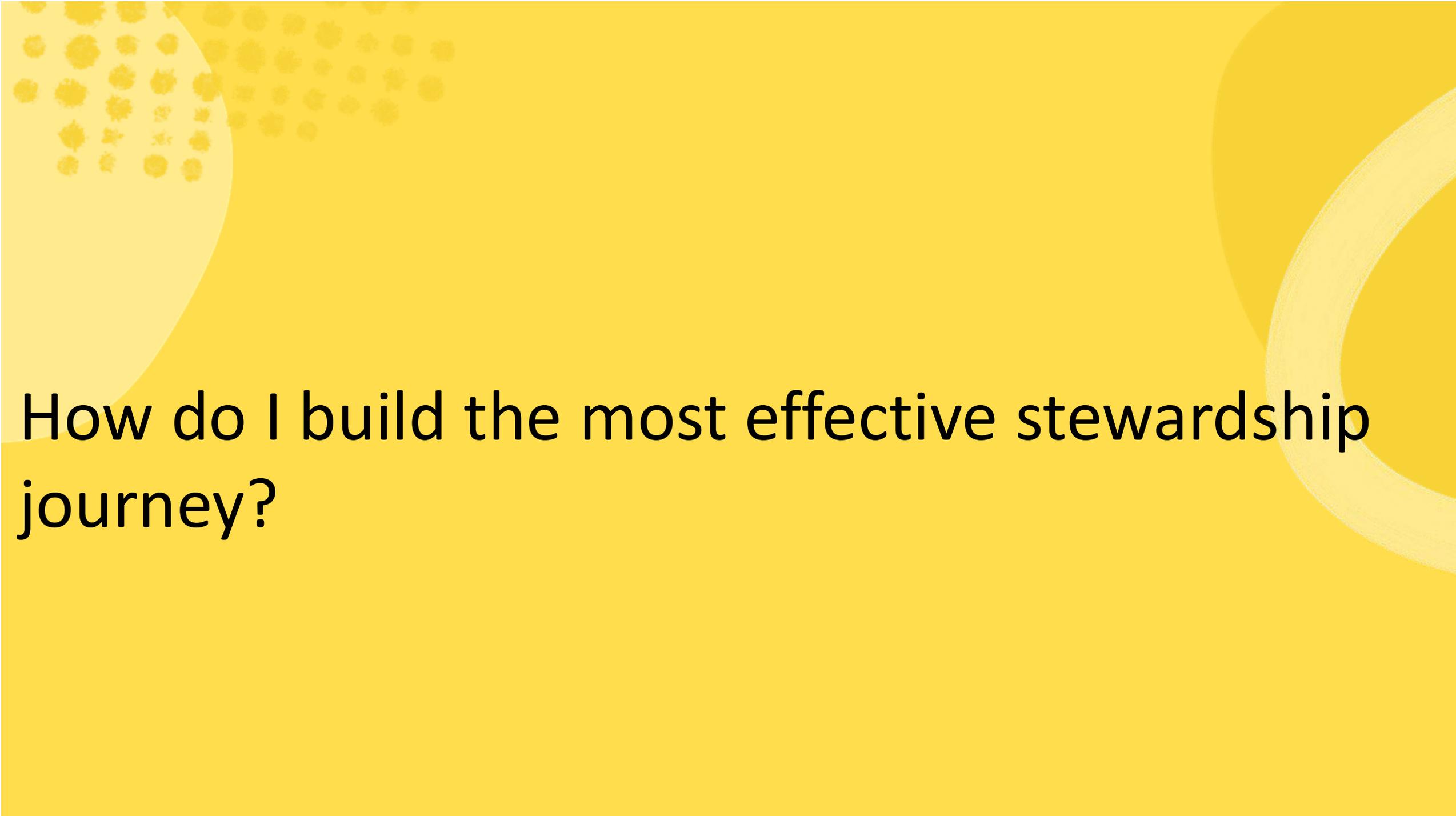
Acquisition

How do I reach people with my free wills programme?



How can you keep 'always on' running with low time and resource?

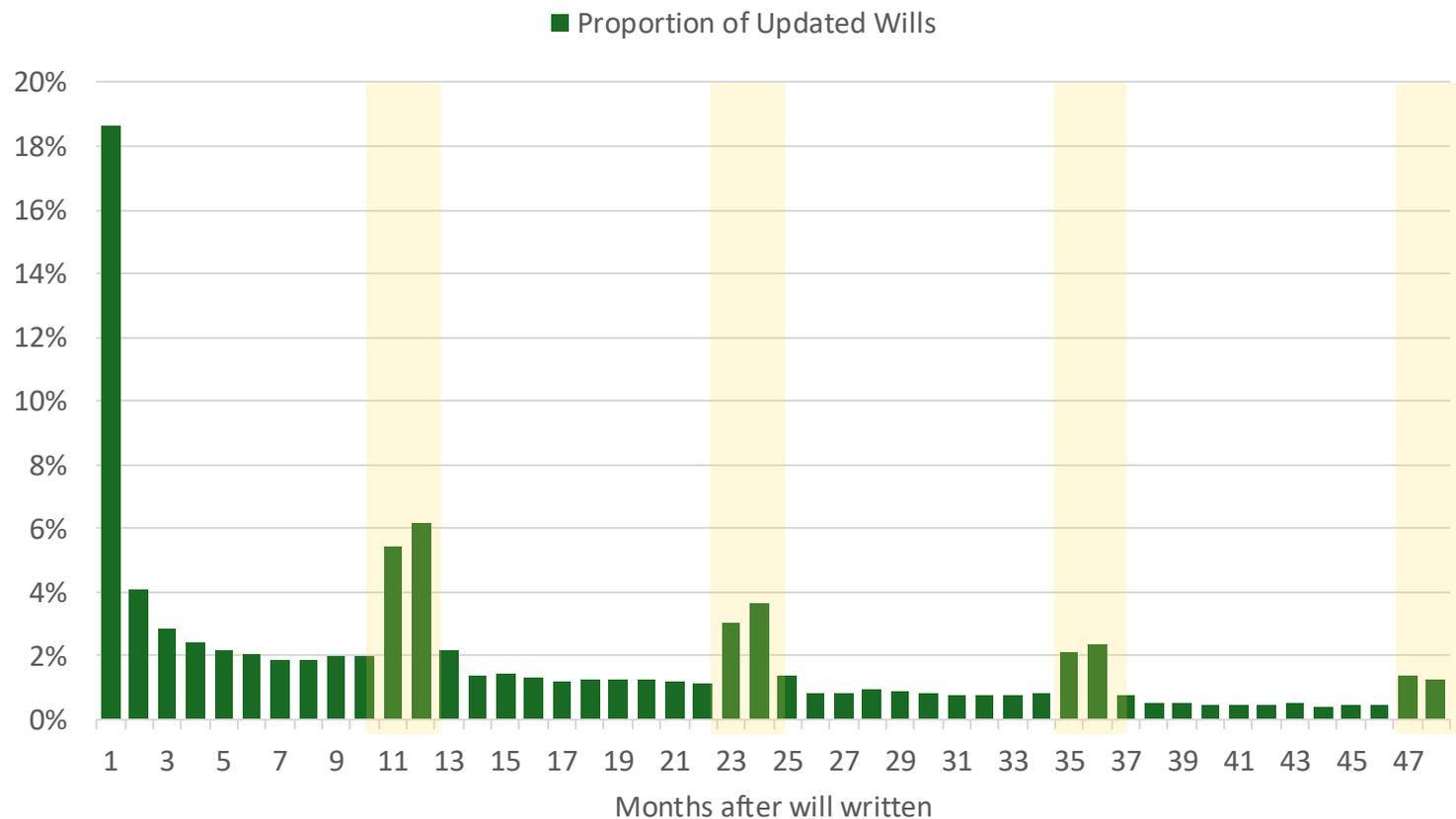
Farewill has built a legacy fundraising specific AI Marketing support tool. Helping you get off the blank page and refine the best messaging.



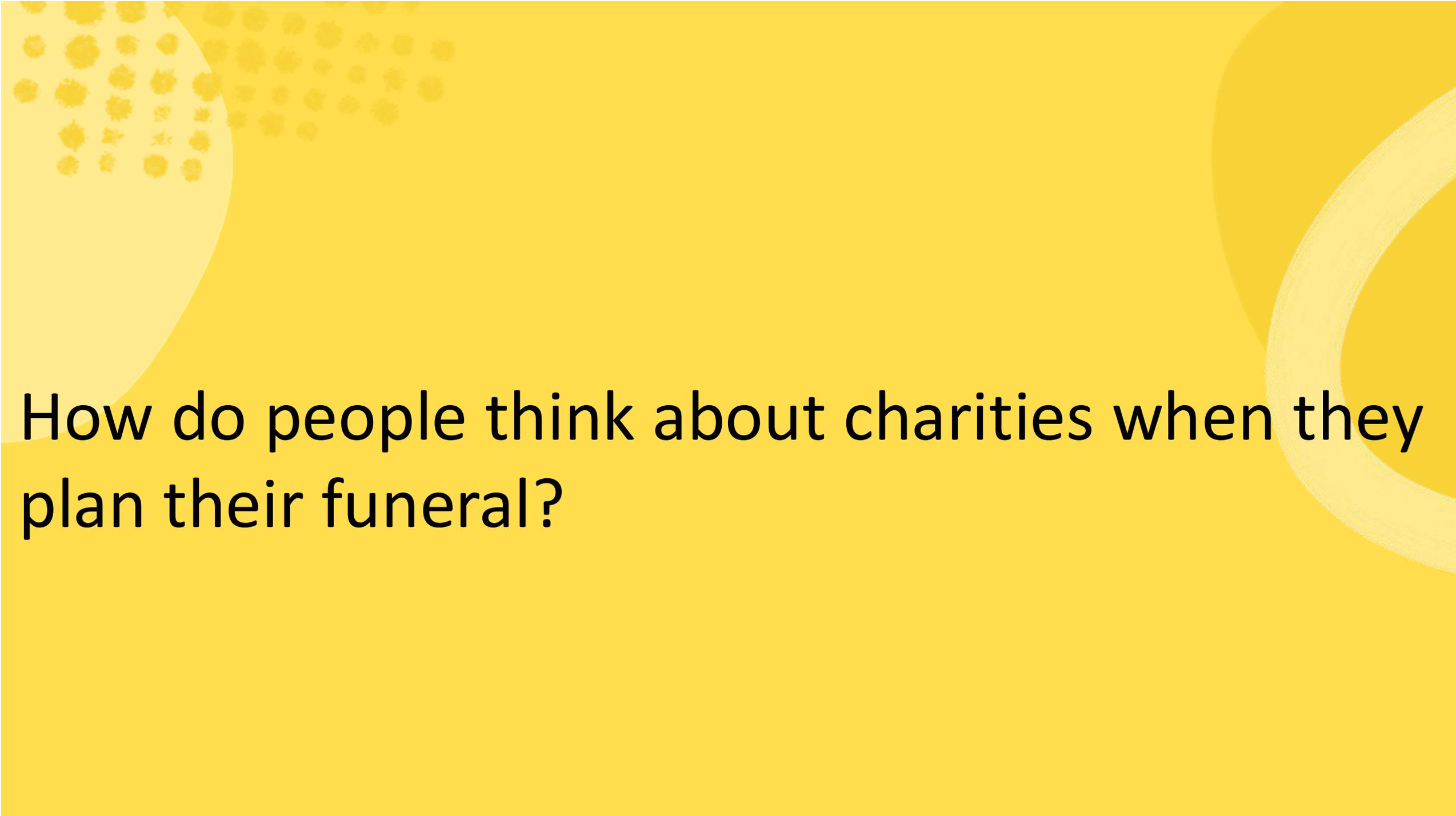
How do I build the most effective stewardship journey?

Stewardship

How do I build the most effective stewardship journey?



People update their will each year after writing. So, stewardship needs to mirror acquisition cycles.



How do people think about charities when they plan their funeral?

In-Memory

Do people think about charities when they plan their funeral?

Only **3%** of funeral wishes mention a specific charity

Can we more to connect in-memory initiatives with legacy fundraising?

- Joint events
- Aligned messaging
- Utilising the 'self-rememberance' trend

In-Memory

Do people think about charities when they plan their funeral?

Of all funeral wishes written in 2025:

44% mention a specific place

If you're a charity with a strong local connection, can you introduce more of this messaging into your communications?

30% mention family

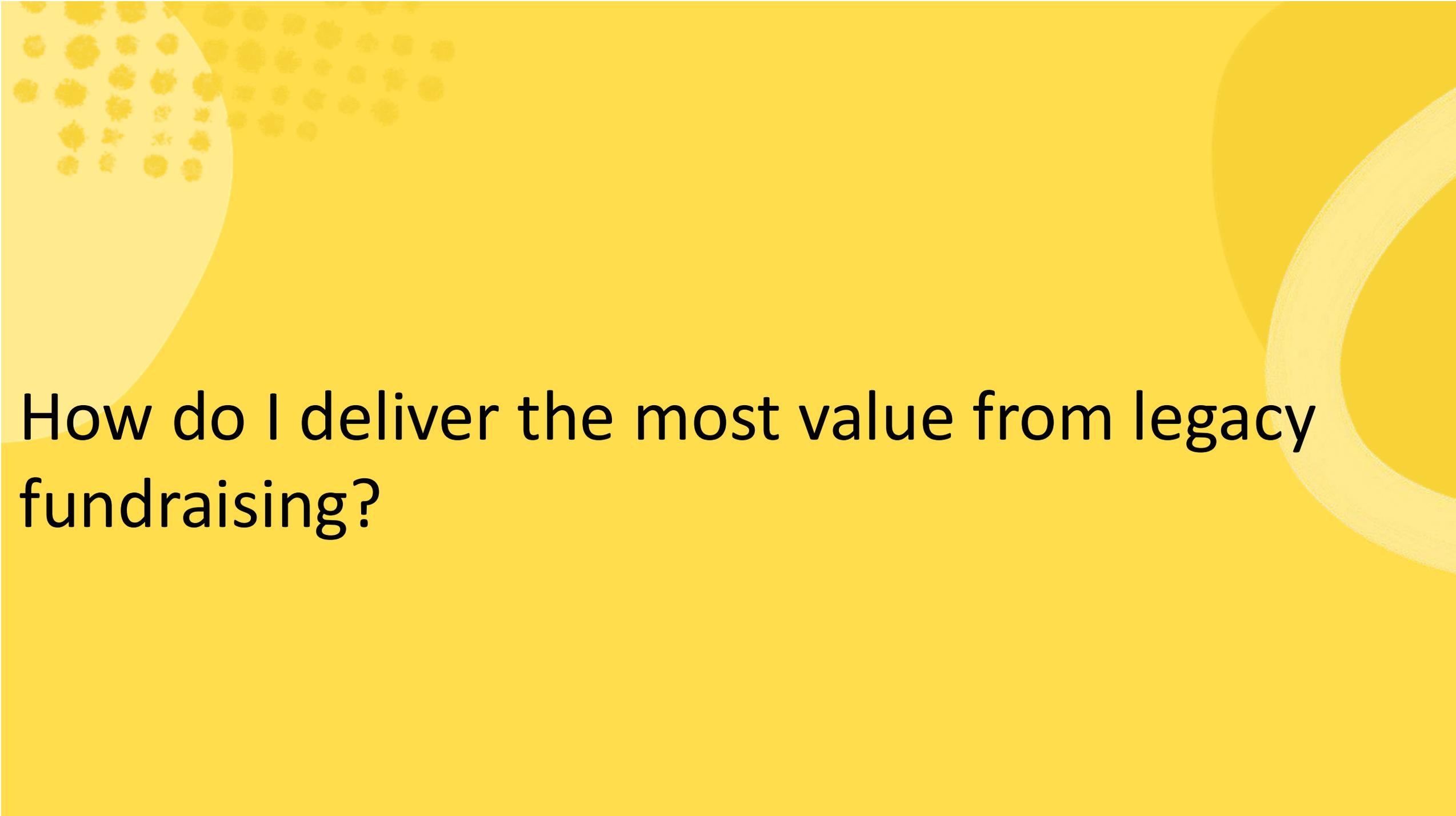
As ever, it is so important to engage people around an individual pledging a legacy gift or raising in-memory.

17% mention cremation

If you're reliant on funeral collections this will come under pressure in the future, more people are moving towards informal, 'celebrations of life'.

16% mention nature

Huge movement towards 'eco-friendly' funerals and reducing the impact on the environment



How do I deliver the most value from legacy fundraising?

ROI

How do I deliver the most value from legacy fundraising?

	Generation	Average Estimate Income	Percentage Residuary	Average Estate Share	Gift Inclusion Rate	Population Size
	Post War	£39k	39%	15.8%	49%	~4m
	Boomer	£33k	47%	10.4%	54%	~10m
	Gen x	£30k	47%	9.9%	45%	~10m
	Millennials	£24k	53%	7.8%	34%	~11m
	Gen Z	£40k	68%	10.3%	32%	~13m

Data from all wills written with Farewill in 2025

Summary

Why do people write their will?

- New Years resolution is a huge driver, and under invested in by charities
- Life events happen throughout the year, but legacy marketing is often limited to two months

How do I reach people with my free will programme?

- Paid social is more crowded, but the split between Facebook & Instagram largely unchanged
- Television has risen in popularity, newspapers, radio & podcasts are still lagging behind

How do I build the most effective stewardship journey?

- People update their will 1 year after writing, so stewardship is most effective at this point

What do people think about when planning their funeral?

- Charities are rarely mentioned considering the rise in 'self-rememberance'
- Some trends are very clear for in-memory fundraisers to focus on

How do I deliver the most value from legacy fundraising?

- Post-war generation lead with average estate share, but lag for proportion residuary
- Boomers remain the largest opportunity (but marketing costs reflect this)

Any Questions?

If you'd like to hear more about Farewill, please reach out at charities@farewill.com or visit www.farewill.com/work-with-us-charities