



National
Trust

A landscape photograph showing a large, dark silhouette of a tree in the foreground, set against a bright, golden sunset sky. The sun is low on the horizon, creating a strong glow and lens flare. In the background, there are rolling hills and other trees. In the foreground, there is a body of water with reeds and grasses, reflecting the light from the sky.

Legacy conversations for non-legacy fundraisers



Sarah Beaumont

Regional Legacy Development Manager
(London & South East)



V&A
**national centre
for circus arts**

What have you inherited?



Word Cloud – Click 'Feedback & Poll'

National Trust protect and preserve

Historic buildings



330 houses,
including **192**
historic houses



47 industrial monuments
and mills, the sites of
many factories and mines



11 lighthouses



41 castles and
chapels



56 villages



37 medieval
barns



39 pubs

Coast & Countryside



over **781 miles**

(1,257 kilometres) of coastline
and approximately

250,433 hectares

(618,833 acres) of land, much of
outstanding natural beauty.

A 10 year Legacy Growth Plan

To stabilise legacy market share - and increase legacy income significantly over 20 years - our ambition is to grow the number of people engaging with the legacy programme

To do this we have **3 goals**:

1. Increase the scale, visibility and efficacy of legacy marketing
2. Introduce regional legacy programmes
3. Implement a strong internal engagement programme



It could be you ...

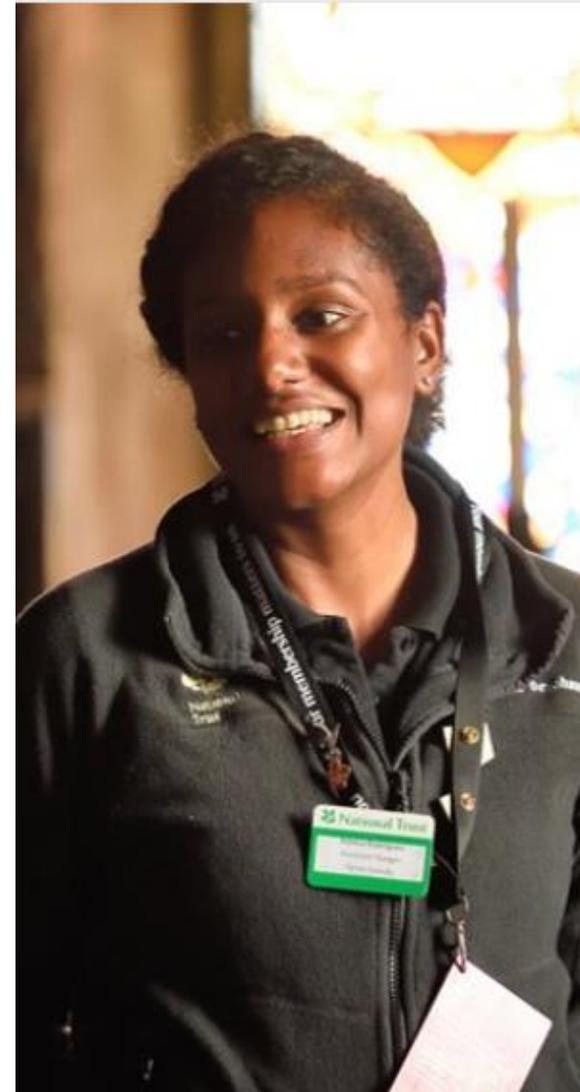
Our Legacy Vision

Everyone at the National Trust understands the importance of legacies and the part we each play in the supporter's decision to include a gift in a will.

We talk about legacies in our everyday and the National Trust is known as a place where legacies make a lasting difference.

We make it easy for people to engage with us and find information they need.

As a result we are the fastest growing legacy charity in the UK, inspiring thousands of supporters to be part of our future.



Poll Time!!

How confident do you think your non-legacy colleagues feel when talking about gifts in wills?

Click 'Feedback & Poll'



The power of a Storybank



For hundreds of thousands of years, humans have used stories to connect with each other, to learn important information and to feel part of a shared culture. A love of stories is hard-wired into us and profoundly affects the way we operate in the modern world.

Stephen Follows -
Catsnake: The Story Agency

The purpose of a storyteller is not to tell you how to think, but to give you questions to think upon.

Brandon Sanderson –
Author

Beatrix Potter was one of our biggest fans

She left the Trust
4,000 acres of land,
including **15 farms**,
cottages, flocks of
Herdwick sheep and
some areas of
outstanding beauty

Her legacy has helped protect
the land she loved so well.



+ Add new item

Edit in grid view Undo Share Copy link Export Automate Integrate

Details

Fundraising Fundraising Storybank

Fundraising Storybank Storybank Gallery + Add view

How to use the Fundraising Storybank



Story ID SBK0000-How-to-use-Storybank

Property/Place name General

Region All

Summary description Welcome to the newly revised and updated version of the Fundraising...

Fundraising area Donation

Strategy strand Inspire Generations



Story ID SBK0053 Accessibility-Tramper-2021

Property/Place name Dudmaston

Region MEE

Summary description This legacy was left "for the purchase of electric vehicles for the use of disabled...

Fundraising area Legacy

Strategy strand Equal Access



Story ID SBK0020 Library-Conservation-Heraldic Banners-2020

Property/Place name Chartwell

Region LSE

Summary description To be used specifically on the library and heraldic banners.

Fundraising area Legacy

Strategy strand Inspire Generations



Story ID SBK0011 Wentworth Garden-Apprentice 2022-23

Property/Place name Wentworth Castle Gardens

Region N

Summary description Money left, and donated by next of kin to Wentworth to fund a garden...

Fundraising area Legacy

Strategy strand Restore Nature

Mr Craske's Nest Boxes on the River Wey

A kind gift left in a will by Mr Craske from Surrey enabled 50 nest boxes to be placed along a stretch of the River Wey Navigations

- These are now positioned along the 20 mile stretch of the River Wey cared for by the National Trust helping encourage and restore habitats for birds and small mammals, such as hedgehogs
- His wife, Mrs Craske had been kept informed of progress of the River Wey allocation and she shared:

'Stephen was a medical practitioner and enjoyed working amongst people, but, to offset the demands, most of our life together we enjoyed the benefits and beauties of the river, whether beside it or on it, so it was natural to give something back'



install 50 nest boxes
along the River Wey, Surrey.

We're already seeing new
generations of birds
fledging from them.



Find out how a gift in your will could help nature thrive



**Training for all staff
& volunteers**

**Thanking events for
legacy pledgers**

**Gifts in wills
awareness events**

Visibility

Gentle conversations



Story development

1. Research
2. Accessible
3. Inclusive (Interests/ £££'s-££££££'s?)
4. Complimentary to Cause – supports strategic themes/ values
5. Integrate with comms plan

Top tips



Training for all





Training workshop for all

Part 1

- Getting comfortable with gifts in wills
- Understanding why gifts in wills are so important

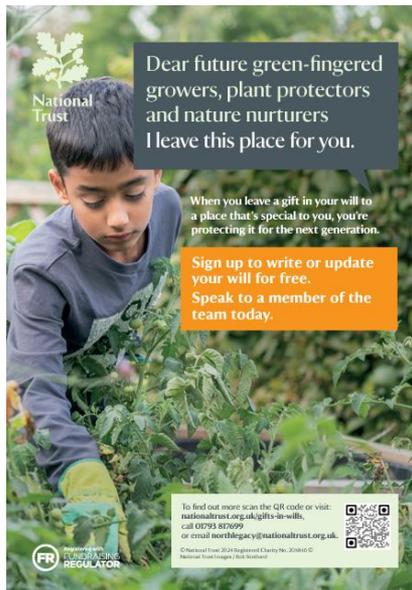
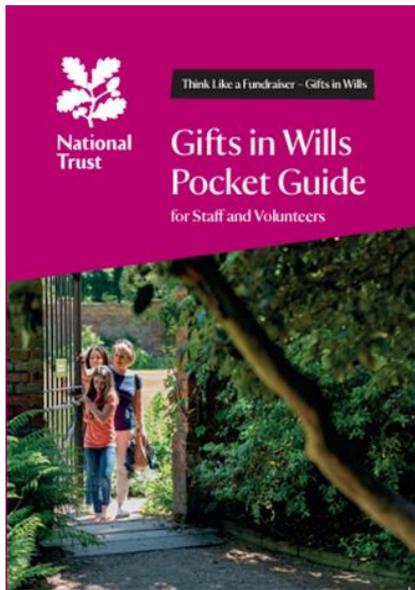
Part 2

- Your stories and how to tell them
- How to have great conversations and build awareness about gifts in wills

Learning Outcomes

- Know at least one legacy impact story they can tell at their property or place
- Know how to signpost supporters towards further information.
- Know how to encourage a supporter to take further action.





Legacy Promotion Toolkit

The numbers behind the legacies

Two thirds of our legacy income goes into the General Fund

Half of all legacies received by charities are from people unknown to them

Market share for big charities is **decreasing** while small and medium charities are **growing**

People need to see something **seven times** before they write us into their will

The National Trust has the **seventh largest** legacy income in the UK

£3bn legacy income in the UK in 2020

The next **20 years** will see the biggest transfer of wealth in UK history

Legacies make up two thirds of our total fundraised income

Legacies are the Trust's **second largest** source of net income

90% of the Trust's legacy income comes from 10% of the notifications

£70.1m National Trust 2022-23 legacy income

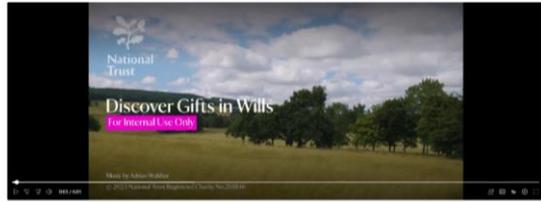
The average gift to the National Trust is **£55,000**

UK legacy income will grow to **£5bn** a year by 2030

For every **pledger** we know about, there are three others who don't tell us they're leaving a gift to the National Trust



- Fundraising home
- News & events
- All published content
- Key people
- Fundraising blog
- Commemorative Giving
- Corporate partnerships
- Grants
- Philanthropy
- Think Like a Fundraiser - Grants Toolkit
- Growing Support Hub



Everyone at the Trust has a role to play in building awareness of gifts in wills and the fantastic projects and places it supports. And every interaction you have with our visitors, members and supporters can make a real difference.

By getting across the message that we are a charity in need of support, being passionate about your work and having some legacy messaging on property, a visit to one of our places could be the final prompt somebody needs to put the National Trust into their will.

Our short introduction video (above) about Gifts in Wills shares some of the stories behind these vital gifts and our work made possible by them. It is also available on the [Discovering Gifts in Wills Acorn](#) page and a [Welsh bilingual version](#) available as well.

Below are some of the tools to support your understanding of the importance of legacies and promoting them on property:

Free Will Offer



National Trust

Free will-writing service

For tomorrow's wave jumpers
Write a will for free today



How to arrange your free appointment

1. Please fill in and return the form opposite, or contact our Gifts in Wills team on **01793 817699** or at **lselegacy@nationaltrust.org.uk**. You can also register your interest online by scanning the QR code.
2. The National Free Wills Network will send you details of participating solicitors local to you.
3. Make an appointment to see your chosen solicitor, and then speak with them to draw up a simple will.
4. While there is absolutely no obligation, we hope you'll also consider leaving a gift in your will to the National Trust. For this, our registered charity number is 205846.



YES I am interested in making my will through the National Free Wills Network. I understand that you will pass my details to the Network, who will use them only for the purpose of administering this schen and will not pass them on to any other individual, organisation or company.

I have already remembered the National Tru in my will.

Title First name

Surname

Address

Postcode Telephone

Email

Property

Your privacy is important to us. We will process your personal data securely to update your record of interest and to send you the information you have requested. We will retain this information until such time as you inform us your interest has changed. Please contact us by calling 01793 817699 or emailing legacies@nationaltrust.org.uk if you don't want to receive any further communications relating to legacy giving or if you would like to be removed from our legacy records. We will not use your details for marketing communications that you haven't agreed to receive. Please see our Privacy Policy at nationaltrust.org.uk/our-policies/privacy for more information on how we look after your personal information.

'We' and 'us' means the National Trust, charity number 205846, and National Trust (Enterprises) Limited.

Please detach this form, moisten the gummied edges, fold and seal together to form an envelope and return to the National Trust using the Free Post address on the back.

Title First name

Surname

Address

Postcode Telephone

Email

Property

Hand write property name

A one stop shop!



National
Trust

Give a
gift
to the
future



FSC

FRONT COVER

— Find out more about gifts in wills

Please fill out your details, telling us what else you would like to know about leaving a gift in your will. Then complete, seal and return this form to the National Trust using the Freepost address on the back.

Please tick all boxes that apply

- Send me a Gifts in Wills Guide
- Refer me to the National Free Wills Network
- Tell me more about Gifts in Wills events
- Get in touch with me
- I have already left a gift
- I plan to leave a gift

Your details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text"/>
Address line 1	<input type="text"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Postcode	<input type="text"/>
Email (optional)	<input type="text"/>
Phone (optional)	<input type="text"/>

Contacting you

Your support matters, and we'd like to keep in touch about things that may be of interest to you.

If you choose to hear from us, we may send you information based on what is most relevant to you or things you've told us you like. It might be about visiting our places, volunteering with us, membership, events, conservation work, fundraising, our shops or holidays.

Yes please, I'm happy to hear from you about things I might like by

(select all that apply) Post Email Phone

At any time, you can change your mind about whether to receive information from us or how you're contacted for marketing purposes by contacting us on 0344 800 1895 or emailing enquiries@nationaltrust.org.uk.

We'd really appreciate it if you told us where you picked up this leaflet

Privacy Statement

Your privacy is important to us. We will process your personal data securely to update your record of interest and to send you the legacy information you have requested. We will retain this information until such time as you inform us your interest has changed. Please contact us by calling 0193 817699 or emailing legacies@nationaltrust.org.uk if you don't want to receive any further communications relating to legacy giving or if you would like to be removed from our legacy records.

Please see our Privacy Policy at nationaltrust.org.uk/our-policies/privacy for more information on how we look after your personal information. "We" and "us" mean the National Trust, charity number 2058846, and National Trust (Enterprises) Limited.

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Fold here

Please detach the Reply Card, fold as indicated, and return by post.



Freepost RLZG-LBTS-TLZG
Gift in Wills Team
National Trust
Kemble Drive
SWINDON
SN2 2NA

2

Exchange value for data!

Free Wills Service

Thanking & awareness events

Speak to the team

Guide to will writing



Meet your local
Gifts in Wills
Manager, Sarah

Get in touch with me to ask any questions you have about leaving a charitable gift in your will to the National Trust, using our free will writing service or if you would like to let us know you've already included a gift to the National Trust in your will.

Email Sarah



bequeathed 
make your Will For Good



Gifts in Wills Guide for staff and volunteers

Did you know that gifts in wills are one of the National Trust's largest sources of income? In 2022-2023 income from gifts in wills was £70 million.

In this guide you will find out more about gifts in wills; what they are, how they help and how we can talk about them.

What are gifts in wills?

A gift in a will, also known as a legacy, is a percentage of an estate, an amount of money, or a specific item or property left in someone's will. When someone leaves a gift in their will to us, it's often the largest gift they can or will give. It's also a way for people to ensure their values live on, and it's something our supporters care about very much.

Membership and visitor fees don't cover all of the National Trust's costs, so we depend on the generosity of people leaving gifts in their wills.

Gifts in wills are vital in protecting all our places, and supporters can even choose whether their gift goes. These gifts are used right at the heart of our work, so any gift - no matter the size - makes a real difference.

All of our places have benefited from gifts in wills; some gifts go directly to a property or region but 70% are left to go wherever the need is greatest. If we talk about these special gifts we can inspire more people to think about supporting the Trust, in general, and Mottisfont, in particular, without directly asking them: 'Will you leave a gift in your will?'

How do you talk about gifts in wills in your role?

Sometimes people can feel uncomfortable talking about gifts in wills, but there's no need to. By celebrating the gifts we've received, we can show supporters it's just a different way to support the Trust. Whether you lead guided tours, act as a room guide or gardener, provide a warm welcome in reception or shop, or serve delicious cakes and scones, you can celebrate the impact of gifts in will in many of your day-to-day conversations.

What can you do?

Celebrate existing gifts – know at least one story about a gift left in a will to your property. Spot opportunities to share those stories; whether that's in conversation, or through interpretation like posters or chalkboards, or even social media. Share the impact of this gift and why it matters for your visitors.

Know what to say if someone expresses an interest in leaving a gift or finding out more – 'Thank you so much for thinking about supporting us in this way. If you'd like more information, we can put you in touch with our Gifts in Wills team, or you can view our information folder in Visitor Reception.'

You're not expected to have expert knowledge of gifts in wills. You can signpost visitors to the Gifts in Wills team. If a visitor asks to speak to someone directly, you can always take a membership number and name to pass on if they wish.

Things to share with supporters

A gift of any size makes a difference.

Gifts in wills come in all shapes and sizes. From £500 to £500,000, or 1% to 100% of someone's estate. Each gift means special places can be protected for future generations.

Gifts in wills can go anywhere.

Many people choose to leave a gift to go where it's most urgently needed: an 'unrestricted gift'. However, supporters can choose where their gift goes, if they wish. That could be a property, like Mottisfont, or other place special to them, or any area they really love, like the coastline or countryside.

If they'd like to get in touch to discuss their plans, our contact details are on this page.

If supporters want to speak to the Gift in Wills team directly, you can them our contact details, or if they prefer, take their membership number and name and pass on to us.

Legacies and donations gifted to Mottisfont

A thoughtful gift in a will has helped to deliver ongoing essential restoration in our popular Rose Garden, including the replacement of the large white gates and repairs to the walls.

A generous legacy is helping with the replacement of the Rose ridge, which was closed in 2021 due to rotting timbers and metal failure of the supporting frame.

A high value gift in a will has helped to finance the clearing of ash at Mottisfont.

Support and resources

You can find more information about gifts in wills on-line, or by getting in touch with the Gifts in Wills team or your local Legacy Development Manager.

Central Gift in Wills team:

E: legacies@nationaltrust.org.uk

T: 01793 817699

www.nationaltrust.org.uk/legacies

Your local Legacy Development Manager:

Sarah Beaumont

07890 419013

sarah.beaumont@nationaltrust.org.uk

Funds left towards the costs of key work in our gardens have enabled the replacement of wooden edging with metal edging along the edge of our lawns and the main drive.



National Trust

**The power of a
conversation!**



‘Since the gifts in wills training, I’ve had two conversations with supporters who both expressed interest in leaving a gift in their will. What surprised me most was how easy and positive those chats were’

‘I now feel part of a wider effort and that these conversations don’t have to be daunting. They can be hopeful, uplifting, and empowering for both the supporter and for me’

– Gareth, NT Visitor Operations & Experience Manager



‘When they told me, it gave me goosebumps (in a good way!), which I showed to them on my arm. They said that made their mind up!’

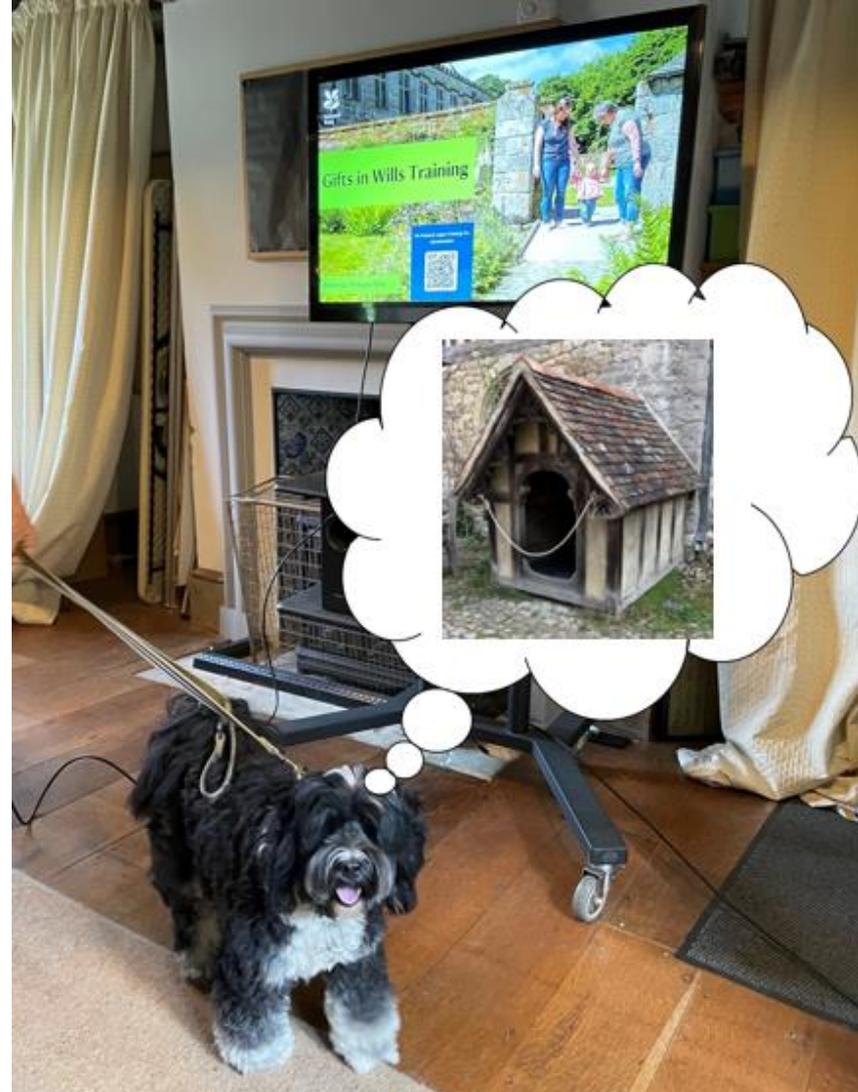
‘I thought you'd like to know as it has made my day that one day the Trust could own X’

– **Matt, NT Ranger**



‘I’m feeling paws-itively ready to play my part in caring for the UK’s only Grade I listed dog kennel at Ightham Mote’

– **Cooper, NT Paws on the Doors Welcome Team**



Training

1. Content
2. Promotion
3. Takeaway/resources
4. Report & follow up -it doesn't end in the classroom!
5. It can be anything you want!

Top tips



Gifts in Wills Week for staff & volunteers





National Trust

Give a hoot



about gifts in wills

Did you know someone once left us a whole collection of Victorian taxidermy?



Gifts in wills help keep the National Trust going, in all their weird and wonderful forms. So this Gifts in Wills Awareness Week, we should all give a hoot – and get talking gifts in wills.

Check [myvolunteering](#) or search 'gifts in wills' on [Acorn](#)



Did you know Beatrix Potter left 4,000 acres of land and 15 farms in the Lake District to the National Trust in her will, ensuring they're protected for future generations?

Scan me to learn more about gifts in wills





Life Membership of NT @ 18 years of age.

Tell us the best gift you have ever received



Have a Hoot:
Gifts in Wills Pop Quiz

National Trust
Dear future history lovers

Common Legacy Myths

MYTH: "It's only for the rich"

Gifts in Wills story:
The restoration of 18th century woodland on the Wallington Estate was funded by gifts in wills, including the creation of new paths in Broomhouse Farm.

FACT:
Gifts in wills need to be mentioned 7 times to someone on average before the person takes action.



Now we're talking!!



**Events:
Tours & talks**

Interpretation

Newsletters

Webpages

Social Media

Members Magazine

Collateral

Press

Pop up events/ stalls



Free Wills Month Pop ups



National Trust London and South East

September 27, 2024 · 🌐



Put your wishes in writing with a free will 🍷

As Free Wills Month approaches this October, it's the perfect time to reflect on how we can support cherished causes, after ensuring our loved ones are cared for, and think about the future.

We're hosting a series of pop ups where you can meet the National Trust's gifts in wills team, register for our free will-writing service to make or update an existing will, and learn how you can protect the places you love for future generations.

- 📅 1 October at Birling Gap: bit.ly/FWBirlingGap
- 📅 8 October at Sissinghurst Castle Garden: bit.ly/FWSissinghurst
- 📅 15 October at Box Hill: bit.ly/FWBoxHill

Booking is not required.

#NationalTrust #FreeWillsMonth #Legacy

©National Trust Images/Arnhel de Serra



Wey River Festival at Dapdune Wharf – NT Growing Support Stand



How you can help protect the River Wey

Stop by to meet our friendly Gifts in Wills and Fundraising teams at the [Wey River Festival](#) on Saturday 14 September to learn more about the river and wharf and learn how you can play your part in safeguarding the future of the River Wey Navigation and the National Trust. You'll be able to sign up for our free will-writing service, membership, donate to one of our projects, enquire about becoming a volunteer, visit our second-hand bookshop and more.

Nest boxes

A gift in will from a supporter, Stephen Craske, is enabling us to install 50 bird boxes along the River Wey. We're pleased to say that we've already had families of birds move in and our Lengthsmen have spotted native wild birds fledging from them.

Thank you



If boats could fly

Generous gifts in wills funded initial works to move the boat Perseverance, ahead of an essential restoration project. One of only a few remaining Wey barges, the vessel was moved in 2023 to her new temporary home at Stoke Lock. Heritage boat experts were called in to survey the hull and complete strengthening works in line with the hoist design.

See the photos

And the best of the
rest...



Clavinia Hill,
Robert Hunter
and Hardwicke
Rawnsley, the
founders of the
National Trust for
Places of Historic
Interest and Natural
Beauty, later
shortened to the
National Trust.

Common kestrel (Falco tinnunculus) on the Farm Islands, Northumberland

Why gifts in wills are so important

What your gift means

As a charity, we rely on donations. Since 1895, we've taken on the care of more and more places that matter, and that's only been made possible by people like you. You help back after 900 miles of coastline, 750 historic houses, castles, parks and gardens, 250,000 hectares of countryside and over a million treasured objects. The work is care for ancient, shared and precious all of this costs over £370 million each year.

It means the world to us that you're considering leaving a gift in your will to the National Trust. Any gift, of any size, helps maintain wildlife habitats, preserve beautiful landscapes, and keep history alive for generations to come.

Ann's legacy: a gift to gardens

Ann had always loved nature and she had a passion for gardening in particular, spending hours with spade and secateurs in hand. She led the battle through cold winters, and took delight in the delicate spring flowers which gave such promise of warmer, brighter days ahead.

Ann's interest in garden design naturally extended to places cared for by the National Trust. She frequently visited nearby Walsingham and Sheffield Park in Sussex, often taking inspiration for her own projects.

Making memories
Visiting National Trust places was a cherished family activity for Ann and her husband Jim. They enjoyed walks across the Yorkshire Dales and Moors, theme nights at Fountains Abbey and games at Studley Royal with their family.

Our parents' home was forever in Sussex, but their passion and appreciation spread throughout the UK. There were no boundaries in the way the National Trust brought them, Clive and Mark, Ann's sons.

Ann to her last garden, 1974, at Avery's Kitchen



With such a long-standing connection to so many places, it felt right for Ann to leave a gift in her will to the National Trust. And having found how to leave a gift in your will, she wished to leave her gift to the gardens she

Enhancing gardens and wildlife habitats
Ann's gift will help restore the historic kitchen garden at Abbotsbury Church House, the National Trust's first property, making it more resilient to ongoing flooding from the River Cuckmere and protecting the cherished piece of home for the visitors of today and the future.

Ann's gift will also support the restoration of the Upper Lake Bank at Studfield Park, improving water flow, planting, and wildlife habitats.

We have been able to select projects which our mother would have cared most about, and of these wonderful places, photos to leave for the future for so many people to enjoy.

Clavinia and her husband Joe Perkins built the first phase of the design project to preserve Capability Brown's 18th-century landscape at Studfield Park, the garden of the family's home. Visitors will enjoy enhanced views, enjoying this cherished landscape continues to inspire for generations.



Ann's generous gift allows us to undertake the project to rejuvenate the kitchen garden.
Chelsea award winner Joe Perkins leads the work which will begin later this year. We look forward to sharing updates as the project progresses.



National Trust logo

For tomorrow's wave jumpers
Write a will for free today



Dear history lovers, we have a special gift for you.

Thank you for your support.

Dear history lovers, we have a special gift for you.



Dear history lovers, we have a special gift for you.

Thank you for your support.

Dear history lovers, we have a special gift for you.



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Volunteering at Ham House and Garden



Volunteers play a vital role in the day to day running of Ham by assisting in the shops, gardening, arranging flowers for display, welcoming visitors and even as beekeepers or historical bakers!

In 2022 our volunteers supported Ham House and Garden conservation by giving us 19,289 hours of their time.

For 22 years Pamela Stanton volunteered at Ham House and Garden as room guide and she loved delivering seasonal tours.

Being a National Trust member



Pamela Stanton was a National Trust life member. Over the years she visited many National Trust properties as well as other British and overseas heritage sites. This is reflected in her book collection.

Did you know that the National Trust has over 30 reciprocal arrangements with many overseas National Trusts and similar organisations in countries such as Australia, Malta, Korea or Zimbabwe?

Her legacy



Pamela Stanton left an important book legacy to Ham House and Garden.

Without the generosity of our supporters, the National Trust wouldn't be able to look after all the places in our care and protect, nature, beauty, and history, for everyone, forever.

Helps us to raise today £500 through Pamela's books sales. All the money will go towards conservation projects at this special place.

Pamela and Ham House and Garden



Pamela Stanton collected many books focused on Ham's history, the Stuart period, and gardening. She used these books to build her knowledge and share engaging stories with thousands of visitors.

Some of these books are now part of the Volunteers & staff reference library on site and are used to support the new interpretation on site?

Pamela's generosity is not the first to support Ham House. Read more in the Bookshop about another previous volunteer, Norma, who's [Gift in Will](#) made sure the bookshop could remain open for all to enjoy

... more people enjoy Scotney

The gardens at Scotney Castle, Kent, are more accessible thanks to Betsy and Minou. We've bought two trampers in accordance with the wishes of Gwendoline Clarke, to help visitors who find the steep hill a challenge. We've named them after the cats who once lived here. O

nationaltrust.org.uk

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Whatever your suggestion, we want to hear it. Entries close on Friday 1 March and there are no prizes other than the glory of knowing you've taken part and seeing the names driving around the gardens!

Let us know your ideas in the comments below. The winning names will be announced here the week beginning Monday 11 March.

To find out more about leaving a gift in your will to help care for the places you love, speak to a member of the Visitor Welcome team on your next visit or find out more: <https://www.nationaltrust.org.uk/support-us/gifts-in-wills>



26 comments 15 shares

Comment

Share



Since their introduction here last year, Seaton Delaval Hall's two all-terrain mobility scooters (Trampers) have enabled visitors to explore more of the hall's grounds, and thanks to a generous gift left to the National Trust by Miss Daphne Cooter Hersey in her will, we've recently been able to buy a third.

To help us manage bookings for the Trampers we've decided to name our fleet of three and we'd like your help by suggesting the best trio of names. They might be inspired by the Delaval family and their stories. Perhaps they're names connected to the local area. Whatever your suggestions, we want to hear them! Entries close on Friday 1 March and there are no prizes other than the glory of knowing you've taken part and seeing the names driving around the gardens! Tell us your three suggestions below.

I think the Trampers should be called:

Tramper 1:.....

Tramper 2:.....

Tramper 3:.....

To find out more about leaving the National Trust a gift in your will, visit <https://www.nationaltrust.org.uk/support-us/gifts-in-wills>



[seatondelavalhallnt](https://www.facebook.com/seatondelavalhallnt)

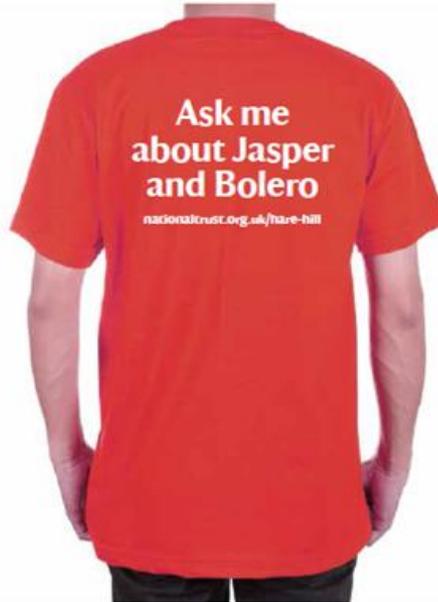


[seatondelavalhallnt](https://www.instagram.com/seatondelavalhallnt)



[seatondelavalnt](https://www.twitter.com/seatondelavalnt)





National Trust

Gifts in Wills Week
4-8 March 2024

Mrs Harrington's legacy with a difference

Mrs Harrington loved to bake apple crumble. So it seemed fitting that her gift in will to Tintinhull funded 16 apple trees, planted in the Kitchen Garden, feeding generations of crumble lovers to come.

Thousands of supporters have chosen to give through their wills, enabling us to care for the places and spaces which mean so much to them in their lifetime.

Write or update your will for FREE by scanning the QR code or find out more by searching gifts in wills on Acorn

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FR REGULATORY

Who are we?

Did you know that the National Trust is the largest conservation charity in Europe? We look after 250,000 hectares of countryside, over 780 miles of coastline and 500 properties, gardens and nature reserves. There are many ways you can help us look after these special places including:

- Pay for parking
- Become a member
- Leave us a gift in your will
- Visit our shop and cafe
- Become a volunteer

Find out more about ways to support us in the Visitor Centre

Thank you for visiting today

Why not do more with the National Trust?

Thank you for visiting today.

Why not do more with the National Trust?

Become a National Trust member here today
As a member you can enjoy free entry to more than 500 places and free parking at most National Trust car parks.

Help us through volunteering
Volunteering is a great way to support us, learn a new skill and meet new people. We have a wide variety of roles from just a few hours a month.

Leave a gift in your will
When you leave a gift in your will, you're helping us protect the special places you love for future generations.

As a charity we rely on your support. All the money raised here helps us look after this beautiful place. Ask in the visitor centre for more information.

© 2015 National Trust

Did you know? A generous gift allowed this slipway to be widened for our Seahorse landing craft, enabling those with mobility vehicles and wheelchairs to visit us safely and easily.

To find out more how a donation or gift in your will could help transform this special place, please visit our website: nationaltrust.org.uk/support-us or email legacies@nationaltrust.org.uk

Where have all the Roses gone...?

Thanks to your support through generous donations, gifts in wills and kind donations we have been able to improve and enhance our beautiful site. The Garden Rose Avenue. The Garden Rose Avenue are removing the existing roses, and excavating the existing soil. New roses will be brought in, it will be planted with mature and our own compost. The new roses that we will be planting are a mix of traditional, modern roses and transitional. Some from the original plants will be replaced. The original 'Garden' colour scheme, come back in Summer 2015 to see the finished project.

Bir- gwaith a sawn-yddir, cwrdd hys yn bwyll, yn rhannol, ddech i radd heol a adwyd i'r Ymddiriedolaeth Genedlaethol yng Ngarddi Dyffryn.

The restoration of these bothies has been made possible, in part, thanks to a generous legacy left to the National Trust at Dyffryn Gardens.

Lanyard

DRILLHOLE??

Membership type	Annual Direct Debit	Monthly Direct Debit
Individual	£96	£8
Two adults	£160.80	£13.40
Family (two adults)	£168.60	£14.05
Family (one adult)	£103.80	£8.65
Senior	£72.00	£6
Joint Senior	£120.60	£10.05
Young person (18-25)	£48	£4
Junior (0-17)	£12	N/A
Under 5s go free		



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DRILLHOLE??



My account



Visitor survey



Little Things



Gift in Wills



Key takeaways

1. Start with **stories!**
2. Collaborate! Form a 'gifts in wills' project **working group**
3. Develop a **comms plan** – shine the spotlight on legacies!
4. Trigger that **training!**
5. Ignite with an **Internal Awareness Week!**



Celebrate!





National Trust - Stowe
31 Jan 2024 · 🌐

We are so proud to share that Barry Smith, our Head Gardener (who has been at Stowe for 43 years!) has won the 'Think now and forever' award at the National Trust London and South East living our values awards ceremony. Thank you so much Barry for being such an inspiration to us all ❤️

#stowe #stowegardens #stovenationaltrust #ntstowe #nationaltrust #nationaltrustawards #inspiration #inspirational #congratulations #awardwinner #buckingham #buckinghamshire #lovebuckingham



👍❤️ 221 25 comments 3 shares

👍 Like 💬 Comment ➦ Share





Newsletter
April 2024

Baddesley & Packwood



A Message from Ann

Legacy Awards

On Thursday Megan and I, along with other NT colleagues from across the Trust were guests at the Smee and Ford Legacy giving awards representing the National Trust for our nomination for the internal collaboration award. We did not win on this occasion, but the day was inspirational, and Megan and I felt very motivated hearing the fabulous stories that many other charitable organisations shared about their work with Gift in Wills. It was a privilege to meet some lovely people, both internal and external and share the Legacy work that we have been doing at Baddesley and hopefully

replicating at Baddesley this year.



I also met with Mark Kershaw, Chair of The Solihull Centre for talk through arrangements for the Solihull Centre 50th Anniversary gathering at Baddesley on 10th June. As this is such an important celebration for all the hard work they do in raising funds for

Baddesley, Packwood and Coughton, just shy of £400k, we have decided to close Baddesley on this day to help support in the preparations and to allow its members the opportunity to enjoy the gardens on a private occasion. As you know, we do not take the decision to close the property lightly or very often, but we do consider this to be an important opportunity to show our thanks.

On the evening of Friday 19th of June, the team and I attended the Solihull Centre annual quiz night in Knowle which is a fundraiser to generate income

Lizard & Penrose

May 2024

Legacy Awards



The National Trust was shortlisted for a national award for our work in promoting the importance of legacies amongst our teams.

Lizard & Penrose has been one of a few pilot properties for the promotion of Gifts in Wills and many of you attended one of the awareness training sessions earlier in the year.

This pilot project was to raise awareness of the importance of gifts in wills, improve understanding and confidence to talk about them and to share the stories behind these gifts. Thanks to the effort we've all put into these workshops, and the work

we've done to feed into the national Gifts in Wills 'storybank' and how as a team we've embraced the need to talk more about Gifts in Wills, I was invited to represent the Trust at the 'Smee & Ford Legacy Giving' awards in London last week.

We were nominated in the 'Internal Collaboration Champions' category, recognising the work the fundraising team have been doing to promote the importance of wills within the Trust. The rather swanky event was held at the Bankside Hilton where we were joined by many other worthy charities, but also legal

teams who specialise in Gifts in Wills and the creative teams behind some of the innovative campaigns. Whilst we didn't win our category, the Trust should be justifiably proud of our work and I think as a team we should also be extremely proud to play our part.

I must also thank the lovely ladies at the Children's Hospice South West charity shop in Helston, who very kindly went out of their way to find some suitable attire for the event. I think they did a very fine job, although I did swiftly shun the tie.

- Justin Whitehouse

National Trust scoops National Legacy-Industry honours!

Folks – we're winners! I know you know that anyway, but we really did win something rather wonderful last week, at an Annual Awards Ceremony to celebrate Legacy Fundraising across the Charitable Sector.

Legacies are a hugely important source of funding for the National Trust: after membership and admission charges, they're our **second-biggest source of net income**. However, we know that we need to increase this and have committed to an ambitious 10-year investment to do so. This is chiefly being driven by two types of events: "thank you's" for those that have already pledged a gift in their will to the National Trust, and "inspiration drivers" for those keen to learn more.

Some of you will remember that we held quite a significant "Legacy promotion" event at Polesden, just before Christmas. This was part of a pilot, but was hugely over-subscribed and seemed to be particularly successful, with a healthy number of "pledges" and expressions of interest from guests who were certainly incredibly enthusiastic on the day. And this was the reason I was asked to help represent the Trust last week.



Specifically, we beat the RSPB, Macmillan Cancer Support, Motor Neurone Disease Association, Jewish Care and Oxfam (all heavyweights in the field!) to win the award for **Legacy Fundraising Event (among charities with >£3m legacy income)**. This specifically refers to events including our Christmas special at Polesden. The judges particularly liked "the quality of the event, the friendliness of staff, and the 'exclusive behind the scenes' tours, showcasing how gifts in wills support our work, meaning that supporters leave feeling appreciated and with full faith that their gifts will make a difference"

We were then Highly Commended (meaning we only lost by 1 point) in the Category **Internal Collaboration Champions**, which refers to the training and other measures helping staff and volunteers on the ground at Trust places become more confident in talking about legacy donations. The team here have had a couple of training sessions and I've been impressed by their general enthusiasm and willingness to embrace the challenge of doing what we can to increase legacy gifting from our supporters. On the day we were beaten by Essex Wildlife Trust,

**Share an action to take away-
what will you implement at your
charity to support internal
engagement?**



Word Cloud – Click 'Feedback & Poll'



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Trust

Questions?

Sarah Beaumont

Regional Legacy Development Manager
(London & South East)

E: Sarah.Beaumont@nationaltrust.org.uk

M: 07890 419013

