

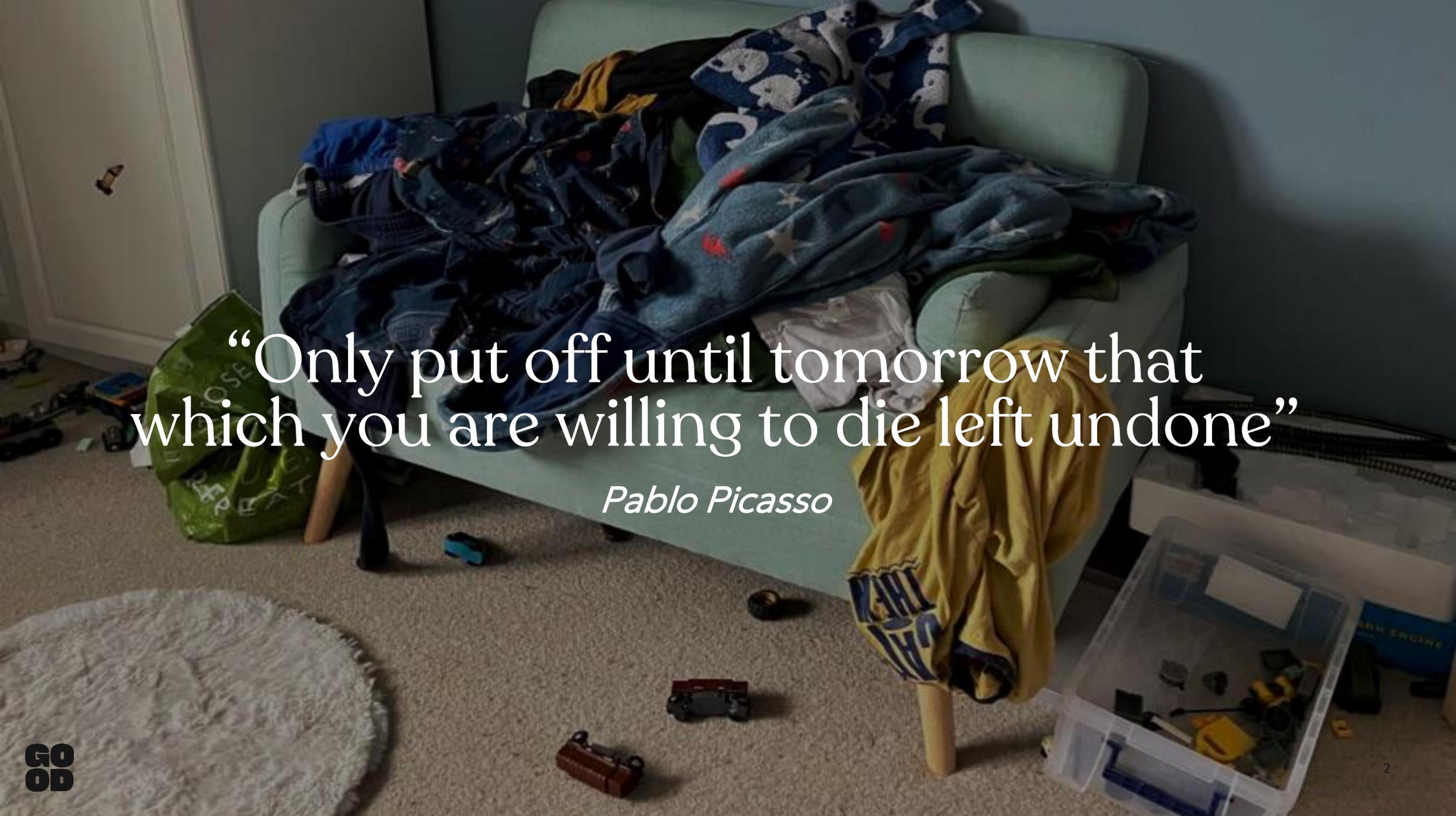
**GO
OD**

Legacy is behaviour change

GOOD Agency x Marie Curie

Legacy Fundraising Everywhere | September 2025





“Only put off until tomorrow that
which you are willing to die left undone”

Pablo Picasso

Legacy is a behaviour change brief



Pete Esuola-Grant
Head of Planning,
GOOD Agency



Zoe Fowler
Legacy and In Memory Manager
Marie Curie

Legacy giving is vital to charity income

30% of UK charity
sector's fundraised
income

(Civil Society)

VS

Legacy giving is still a highly unusual act

Only 1 in 5 charity supporters
have included a gift
in their will

(Remember a Charity)



Most people haven't made a Will,
let alone leaving a gift in it.

3 in 5 adults in the UK haven't made a Will and
86% haven't discussed end of life wishes with anyone

Legacy marketing focuses on cause impact, but that assumes people are in a place to make a Will.



There's an opportunity to stand out, by helping more people actually make a Will.

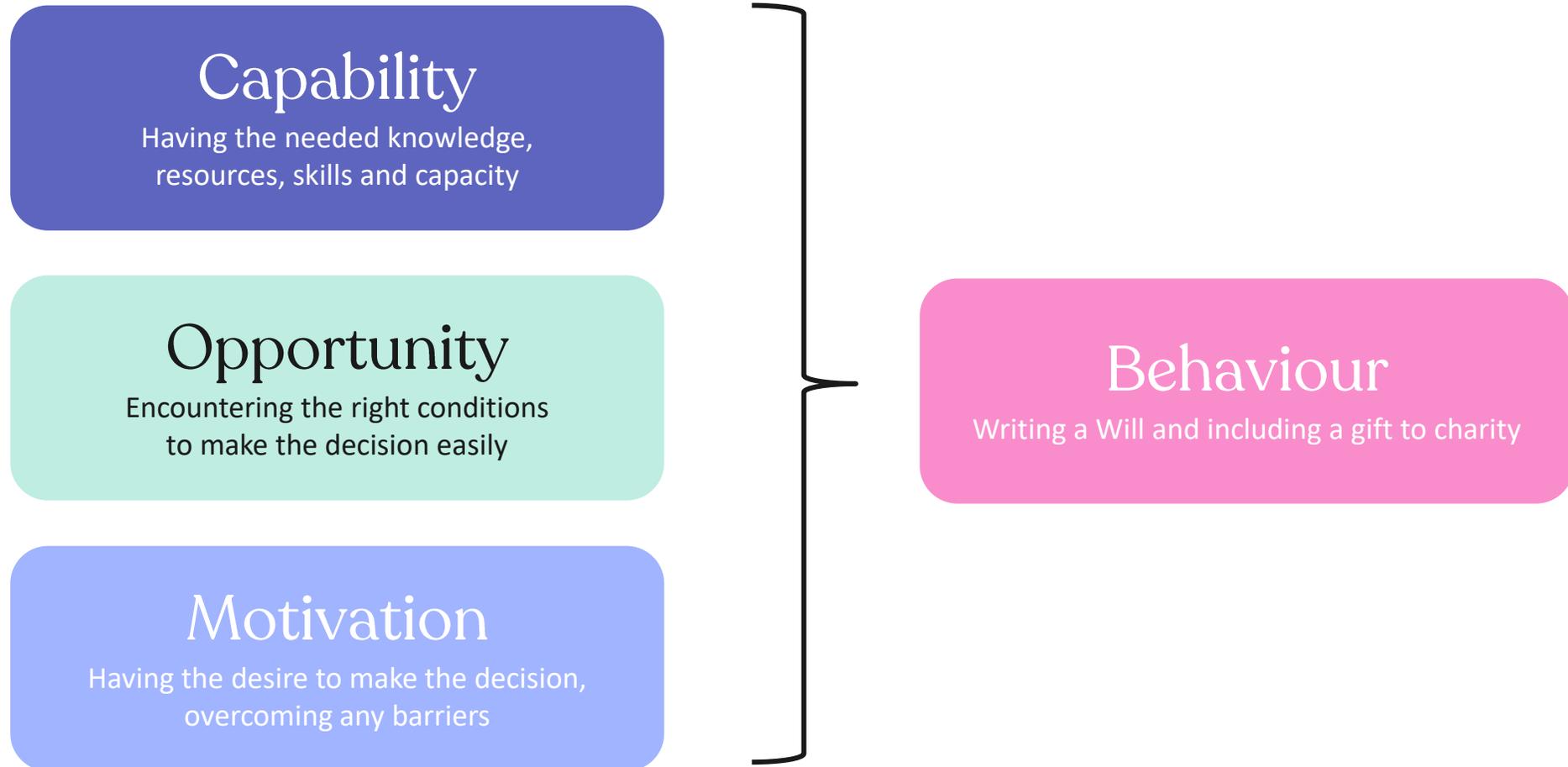




“The first rule of marketing is to make a decision easy. This means firstly clarity in terms of choice, and secondly reducing anxiety.”

Rory Sutherland

Applying the COM-B framework to legacies



CAPABILITY

Demystifying the Will writing process so people feel the power is in their hands.

“Do I need a solicitor? Can I do it myself? The process feels a bit murky and I worry if I get it wrong it won't be legally valid”

AI Charity Donor

Can we make more of the free support from trusted professionals that is available in the Will writing process?



OPPORTUNITY

Creating more opportunities for people to finally tick Wills off their to-do list with ease

“It never feels urgent. Life gets in the way. I do feel a bit guilty about not having sort it yet”
AI Charity Donor

Can we turn free Will months into a timebound reason to get it done, showing everyone doing it together?



I found inner peace when I did my Tax Return online before
31 Jan

Self Assessment | hmrc.gov.uk



MOTIVATION

Increasing people's desire to write a Will and include a gift to charity as part of that

“As you get older you see friends and family dealing with the aftermath of someone passing without a Will. It's so important to just get it sorted and take the pressure off loved ones.”
AI Charity Donor

Can we recognise Will writing as one of the ultimate acts of looking after your loved ones, before charity giving?



Behaviour change at the legacy awards



Christian Aid, Faith Will

#1 Legacy Campaign of the Year

2025 Smee & Ford Legacy Awards



Marie Curie, Will Talk

#2 Legacy Campaign of the Year

2025 Smee & Ford Legacy Awards

FAITH WILL

Christian Aid

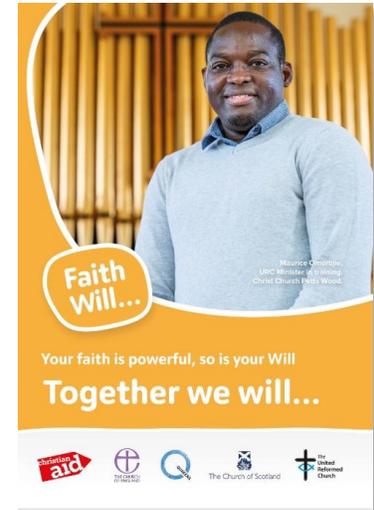
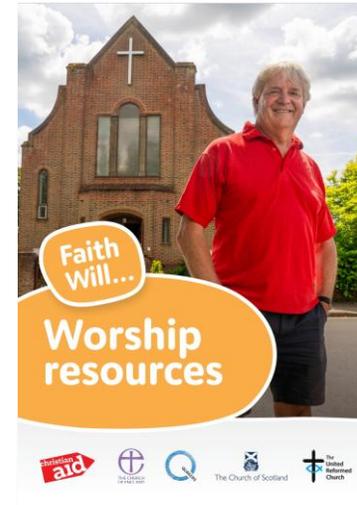
Behaviour Change Principle:

Authority Bias

Results

200 churches and quaker meetings sign up in Y1,
surpassing targets by 200%

An initial 5x church denomination partners has
now grown in 7x in year 2



WILL TALK

Marie Curie

Insight:

50% of people said a fear of death is a key reason for putting off will writing (Dutton Gregory)

Behaviour Change Principle:

Social Norming

Approach:

Normalise end of life planning conversations with loved ones

Results

93% improvement in cost per enquirer YOY

Estimated income of £23.4m so far, an ROI of 1:12



LEGACY AS BEHAVIOUR CHANGE

Thank you. Let's discuss.

Questions for GOOD Agency and Marie Curie



**GO
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THANK YOU

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