

Not just a pretty proposition

Making Legacy Fundraising Work Harder

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Fundraising Everywhere - September 2025

More than a line. It's a clear, emotionally compelling narrative that explains why someone should leave a gift.

Leave a gift in your Will

And let your love for dogs live on.

Give the most powerful gift

Discover how with a gift in your Will to the NSPCC

Leave a gift in your Will

Protect animals, always, by leaving a gift in your Will to the RSPCA. When you include a gift in your Will, you'll help ensure that animals are kept safe from harm, however the world might change.

Leave a legacy gift in your Will

Gifts in Wills fund life-saving research, protecting the people you love for generations to come.

Leave a gift in your Will

Together, let's vow to end the devastation caused by dementia.



Leave a legacy, stay in the fight

You've been fighting for a fairer world all your life. Why stop now? Take our quiz to find out what kind of fighter you are and the powerful legacy you could leave.

[Leave a legacy to Oxfam >](#)

Leave a gift in your Will to British Heart Foundation

A gift in your Will supports scientific breakthroughs and is a meaningful way to honour a loved one or yourself. Get your free guide to learn how to write your Will step-by-step and discover the lifesaving impact your gift can have.

A gift in your Will is our protection at sea

**This is caring for our loved ones.
This is a lasting legacy.**

A great legacy proposition needs to act as a strategic spine - and be flexible enough to be adapted to different audiences and channels

CREATE A PERSONALISED VIDEO AND DISCOVER UNICEF'S WORK

Take a stroll down memory lane

Choose three things from your youth to create a personalised Timeline video that shows how the growth of UNICEF coincides with your upbringing.

UNICEF was born in 1946 to help children affected by World War II and has grown to become the world's leading organisation for children since.

Each small, memorable moment in childhood and beyond creates a lasting imprint on our lives. Each memory has helped shape your life story. Enter your details below to create your own personalised Timeline video with UNICEF UK.

- 1 Create your video
- 2 Make it yours
- 3 View and share

1 of 3

Which of these children TV shows did you watch when you were little?



**And it needs to work throughout the supporter
experience - not just at acquisition**

A gift in your Will is our protection at sea



Did you know that gifts in Wills fund over 60% of everything RNLI volunteers need to save lives at sea and return home safely? Learn more about leaving a lifesaving legacy.

Where are you on **your journey?**

If you're planning to leave a gift in your Will, or have already included one, we'd love to hear about it so we can thank you personally. Knowing about your gift helps us to plan for the future. But we respect your decision to keep this private if you prefer. Your gift will be the crew's protection at sea.

We understand that making a Will requires careful consideration, so we promise not to pressure you. You can change your mind at any time and there's no need to tell us why.

Please let us know how we can help you by ticking the box/boxes that apply to you.



I'd like to find out about leaving a gift in my Will

Please send me a guide on how I can write or update my Will for free.

Tick here:

I'm intending to leave a gift in my Will

When I write or update my Will, I'm planning to leave the RNLI a gift.

Tick here:

I've already included a gift in my Will to the RNLI

I'm proud to say I have already remembered the RNLI in my Will.

Tick here:

Not for me, thanks

I would prefer not to receive any mailings about gifts in Wills in the future.

Tick here:

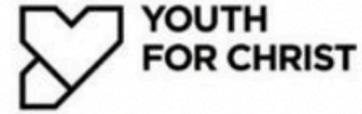
Thank you so much for the support you have shown the RNLI. If you'd like to change how you hear from us, please get in touch.

And find ways to shorten the 'knowing-doing' gap



**MACMILLAN
CANCER SUPPORT**
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Get peace of mind from planning now



octopuslegacy

Claim your paid for *will*

Write or update your will online,
over the phone, or in person today.

GET O



**The best propositions reflect supporter motivations
and tap in psychological drivers of legacy giving**



Protection



Symbolic Immortality



Generativity



Values and Identity



Nostalgia



Gratitude

**YOU'VE ALWAYS
LOVED THE DOGS
IN YOUR LIFE**



**YOUR LOVE CAN
LIVE ON THROUGH
BATTERSEA**

**And all of this is only possible by developing
a deep understanding of your supporters**



Research



Consume the media they
consume



Gather insight at all your
touchpoints



Social Listening



Talk to your pledgers



Supporter Panels

And wider context is vital as well

**Understanding those things can be the catalyst
to creativity and innovation - in your
proposition and also how you activate it**

Your legacy, *our promise*



WE PROMISE TO

**CARE
BEFRIEND
NOURISH**



Help vulnerable people when they need it most with a gift in your Will

**LASTING
GOOD
DEED**



Choosing which charities to support



Charities make an enormous contribution to all aspects of our lives and the world around us. From homelessness to poverty, from health conditions to climate change and from...

to imagine what our communities would be like without all this good work done every single day. Leaving a gift in your Will to charity is a powerful way to contribute to the future, and leave behind a clear sense of your own values for future generations. It's simple to leave a gift in your Will. You can choose to leave a gift to one or more charities. The choice is entirely up to you, and you can change your mind later on if your priorities, interests or...



**FREE
GUIDE**



Call **0800 977 8282** or search **'Salvation Army Good Deed'**



Any Questions?

THANK YOU

stay in touch

