

Legacy & In-Memory Fundraising Conference

Sept 25th 2025
12 – 4pm BST



ROOM 1

WELCOME 12:00

12:10 Year In Wills Report: Trends And Insights – Stephen Rowland, Farewill

12:45 Legacies And Loyalty: The Impact Of An Excellent Experience
– Kay Harrison, About Loyalty & Victoria Friar, Air Ambulance Charity (KSS)

13:15 B R E A K

13:30 Not Just A Pretty Proposition: Making Legacy Fundraising Work Harder,
Not Just Look Better – Holly Eggleston, Aha Agency

14:05 Policy And Compliance: Future Focus, What Do We Need To Know
To Plan – Alex McDowell, Remember A Charity

14:40 B R E A K

14:50 Legacy Conversations For Non-Legacy Fundraisers
– Sarah Beaumont, National Trust

15:25 Digital Legacy Leads – A Facebook-first Approach
– Harvey Kirk, RSPB & Ed Dark, Catsnake

15:55 C L O S I N G T H O U G H T S

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ROOM 2

WELCOME 12:00

12:10

Guiding Stars: Creating A Flagship In Memory Appeal And Increasing Donor Loyalty– Charles Bloch and Vicky Fernbank, Guide Dogs

12:45

In Their Name: In-Memory Journeys
– Faye Anderson, Mind

13:15

B R E A K

13:30

Communicating Well With Bereaved Supporters
– Zoe – National Bereavement Service

14:05

Innovating Legacy Acquisition: Testing New Growth Channels
– Katie Wimpenny, Dani Hernandez, Harriet King, Octopus Legacy

14:40

B R E A K

14:50

Legacy Is A Behaviour Change Brief
– Pete Esuola-Grant, GOOD Agency & Zoe Fowler, Marie Curie

15:25

Reimagining Legacy Stewardship With Immersive Digital Experiences
– Co-founder Ian Boardman and Creative Director Joe Nicholson

15:55

C L O S I N G T H O U G H T S

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