Catsnake
The Story Agency

Five insights we've learned from developing successful legacy propositions



beautiful insights

www.beautifulinsights.com

Prepared for
Fundraising Everywhere – Legacy and in Memory Conference

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Our experience





























































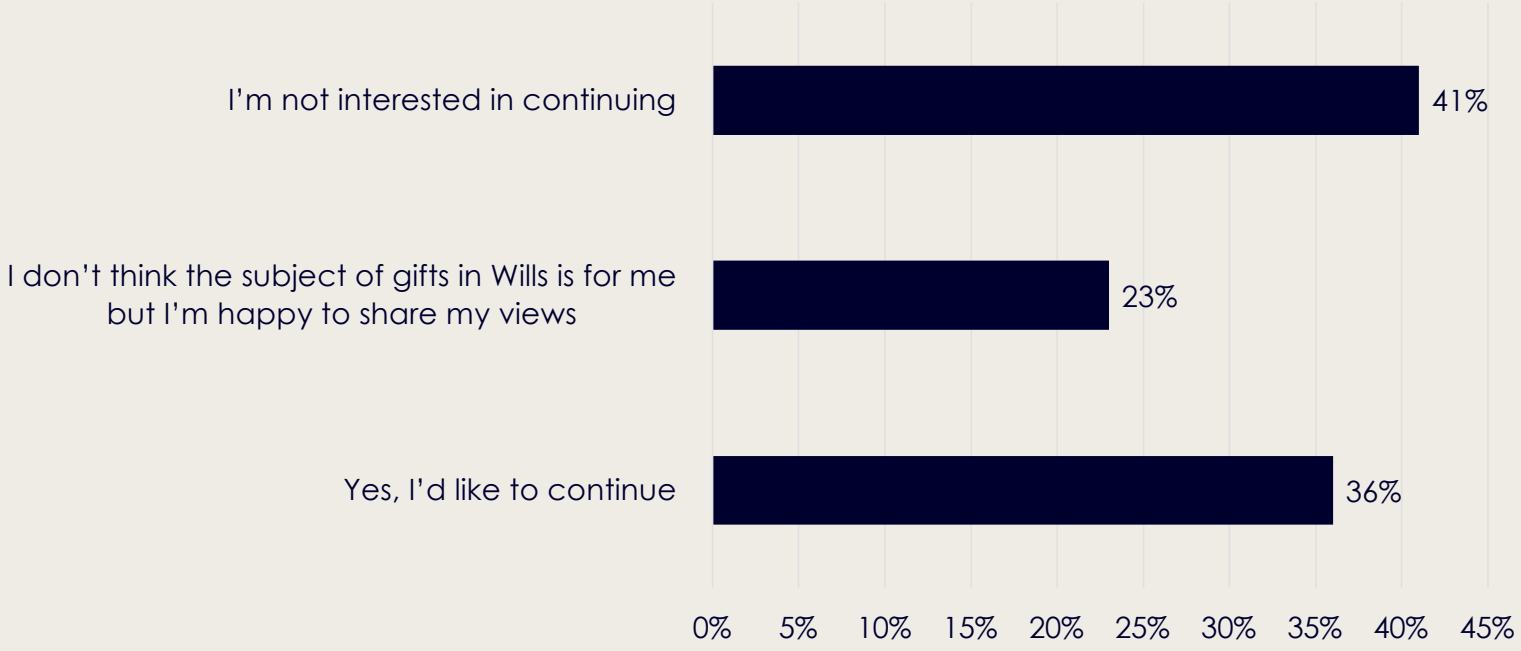




RSPB
GREAT ORMOND STREET HOSPITAL CHARITY
tearfund
WaterAid
Princess Alice Hospice
CROHN'S & COLITIS UK
AMNESTY INTERNATIONAL
SCOPE = Equality for disabled people
WARWICK THE UNIVERSITY OF WARWICK
ASTHMA+ LUNG UK
WWF
mind
actionaid
DogsTrust
NHS CHARITIES TOGETHER
GREENPEACE
Willen Hospice
mnda motor neurone disease association
Guide Dogs
ifaw International Fund for Animal Welfare
St Barnabas Hospice · Care · Support
RNIB
Arthritis UK
FOUR PAWS
together for short lives
WORLD ANIMAL PROTECTION
LONDON MUSEUM
RNID
change MENTAL HEALTH
NATIONAL TRUST for SCOTLAND
Stroke Association
RSPCA

Don’t let people tell you that legacy giving is a niche subject

In this section we’re going to focus on the idea of leaving a gift in your Will to <charity>. Are you happy to continue?



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There isn't discomfort with the subject. The challenge is widening real engagement and action.



ActionAid: Aligning audience & organisational needs

Changing the world with **women and girls**

actionaid

Five things we've learned from testing successful legacy propositions

Be part of something bigger

Poverty isn't inevitable. It's built on systems of inequality. At ActionAid, we know that lasting change needs bold action.

We take an anti-racist, feminist and decolonial approach to everything we do, tackling these deep-rooted systems of power to create lasting change.

A gift in your Will is more than a donation—it's an investment in justice. It helps dismantle oppression, support women's leadership and make sure communities have the tools to build a fairer, more equal future.

Leave a gift in your Will to ActionAid and be part of something bigger.

"I like be part of something bigger... And then straight away. Poverty isn't inevitable."."
Male, legacy pledger

"When somebody take an anti-racist feminist decolonial approach to everything we do, I would I would prefer to take a term more of equality... it all sounds a little bit political to me." Female, RG

The challenge: find language that kept ActionAid's strategy intact while landing with audiences.

Short

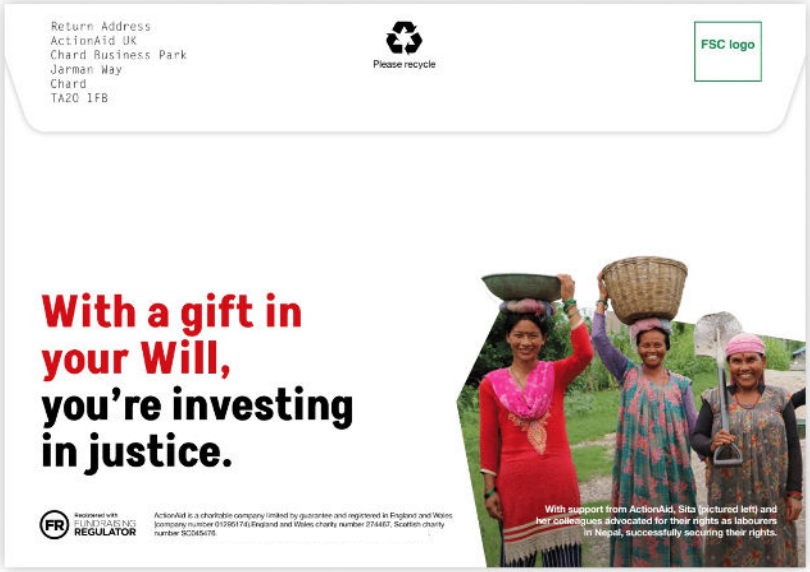
Poverty isn't inevitable. It's built on systems of inequality.

That's why we're working with women and girls to challenge these systems and create lasting change. A gift in your Will supports the fight for women’s rights and helps break down barriers to education, meaning communities all over the world can build a fairer future.

Leave a gift in your Will to ActionAid and be part of something bigger.



Front



Reverse

You don't have to choose between your strategy and your audience. Find the expression that lets you keep both



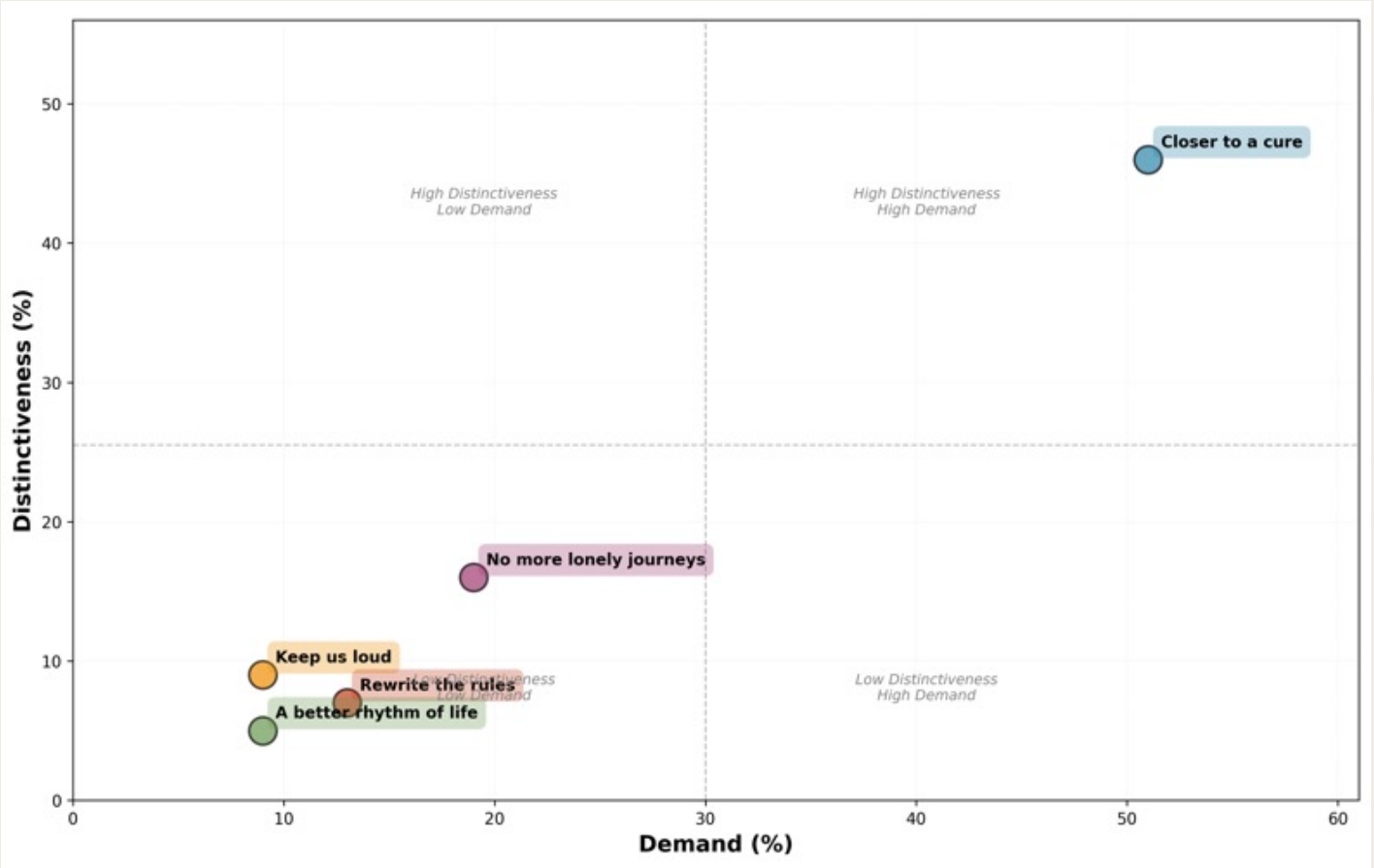
Crohn's & Colitis UK: unearthing a 'hidden' motivator

CROHN'S & COLITIS UK

Five things we've learned from testing successful legacy propositions



Which of these headlines was most memorable to you?



Which do you feel would encourage you to consider leaving a gift in your Will?


BRING US
CLOSER
TO A CURE
YOUR GUIDE TO
GIFTS IN WILLS

BRING A BETTER FUTURE CLOSER

This year, 25,000 people in the UK will be told they have Crohn's or Colitis. That's about one person every 20 minutes. Thousands more people who know and love us feel its impact too.

The impact of these conditions ripples outwards, stalling careers, disrupting family time and distancing us from the lives we want to live. To that, we say: enough.

We're moving closer to a world where no one has to memorise toilet locations or cancel plans because of a flare-up.

YOU CAN HELP PROVIDE VITAL SUPPORT TODAY, WHILE DRIVING THE RESEARCH THAT BRINGS A CURE CLOSER TOMORROW



We're transforming the future for everyone whose life is impacted by Crohn's or Colitis. Our bold strategy sets out how we'll get there:

Setting out a path to a cure

We're bringing researchers, healthcare professionals and people with lived experience together to strengthen global research, share knowledge and fund work that's reshaping how we understand Crohn's and Colitis.

Transforming understanding of Crohn's and Colitis

We're making these conditions impossible to ignore by campaigning, driving awareness and educating the public and healthcare professionals on Crohn's and Colitis.

Driving improvements in diagnosis, treatment and care

We're working to speed up diagnosis, improve treatments and make sure healthcare professionals have the training and guidance they need to support people.

Supporting people to live well

We're providing trusted information, improving access to our services and bringing people together through our community. So no one has to face these conditions alone.

66 99

FOR A LONG TIME, I COULDN'T GO ON HOLIDAYS, DRINK OR GO OUT FOR MEALS. MY HUSBAND HAS SUPPORTED ME THROUGH IT ALL. LEAVING A GIFT IN OUR WILLS FELT LIKE THE RIGHT THING TO DO. WE STILL NEED BETTER TREATMENTS AND ONE DAY, A CURE.

– Krystyna, who has left a gift in her Will to Crohn's & Colitis UK.

Read more about our ambitious organisational strategy here: crohnsandcolitis.org.uk/strategy

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Don't assume you know what your supporters want. Stay open minded

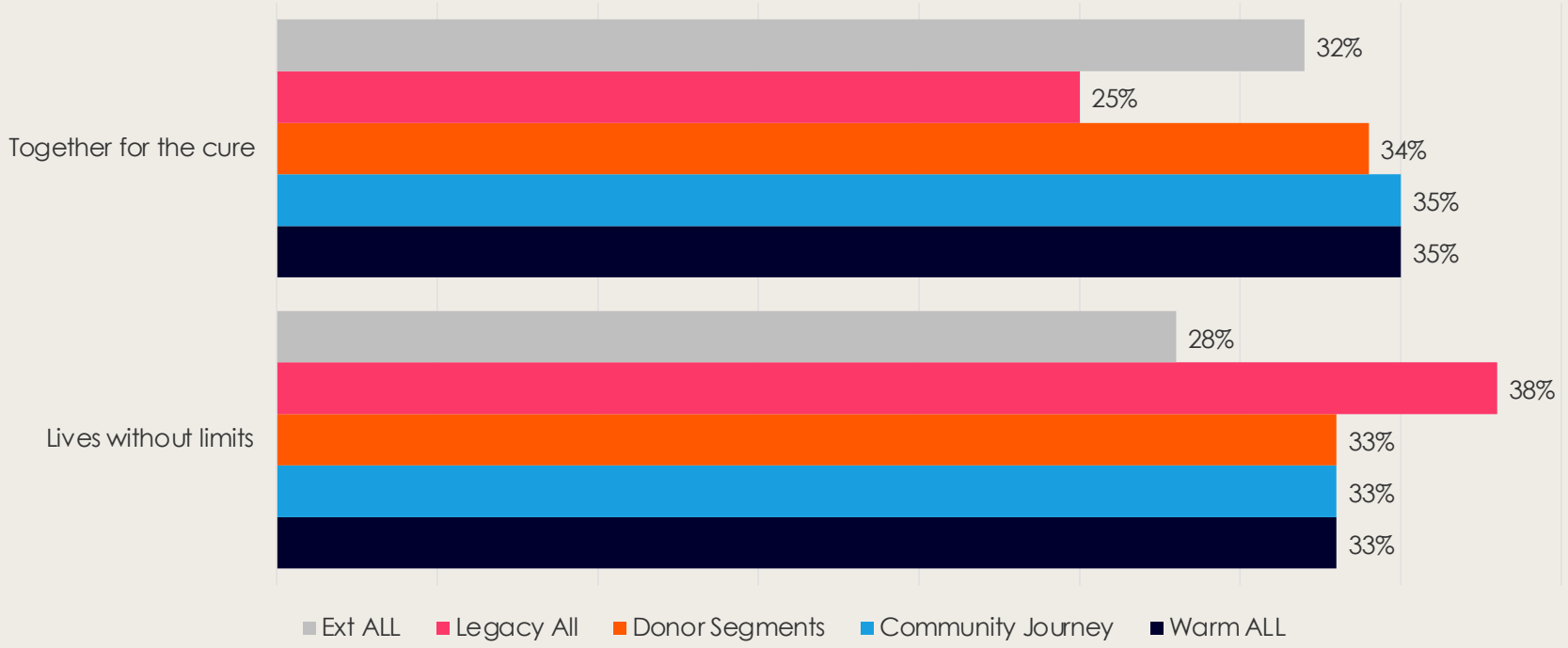


Arthritis UK: Understanding what ‘cure’ looks like

Arthritis UK

Focus on the benefits of the cure, not the cure itself

Of the ideas you've just seen, which do you like the most?
Please choose one only, or none of the above.



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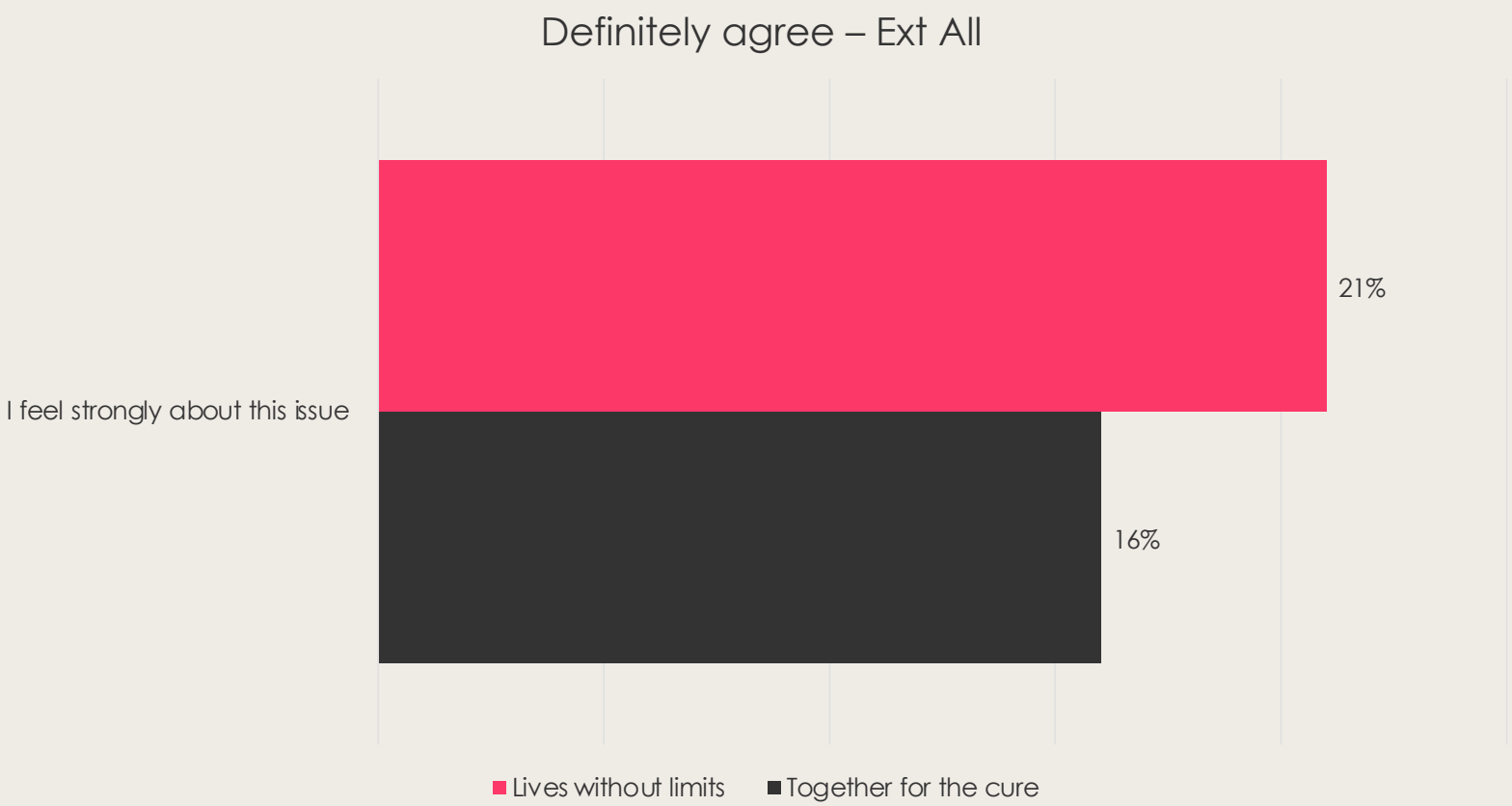
Focus on the benefits of the cure, not the cure itself



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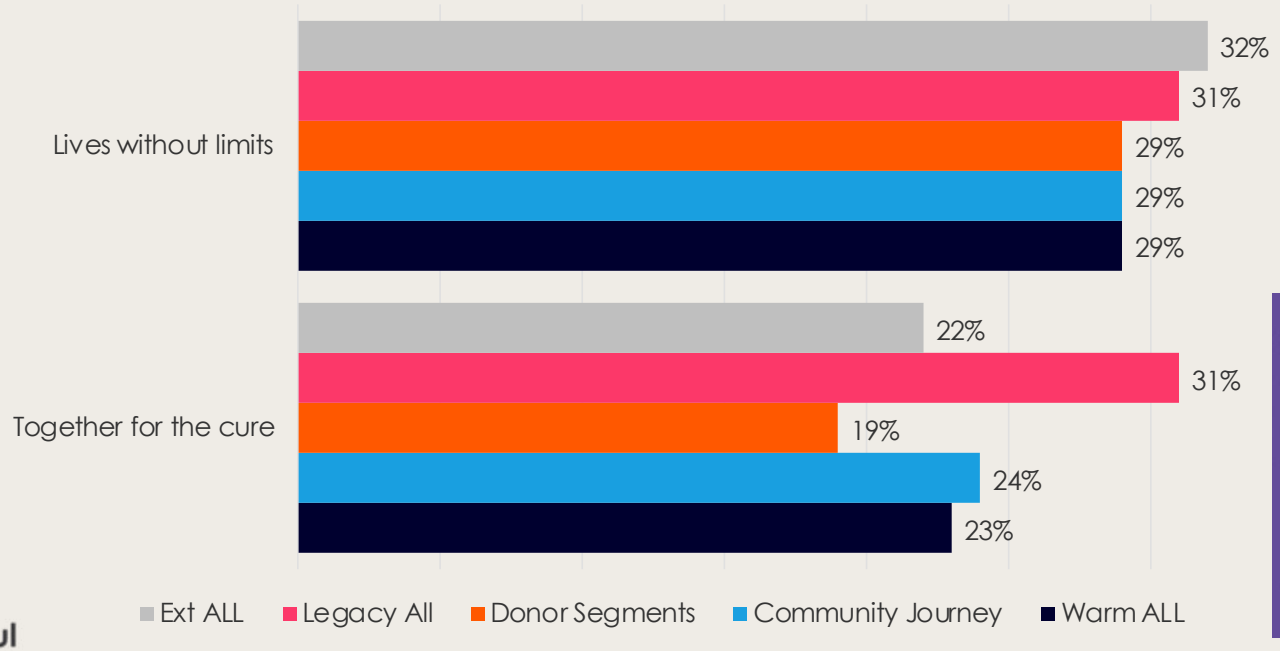
Focus on the benefits of the cure, not the cure itself

Thinking about all of these initial ideas, which one do you feel would encourage you to consider leaving a gift in your Will to Versus Arthritis?







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Medical research has obvious legacy benefits, but 'a cure' is not always the most motivating message

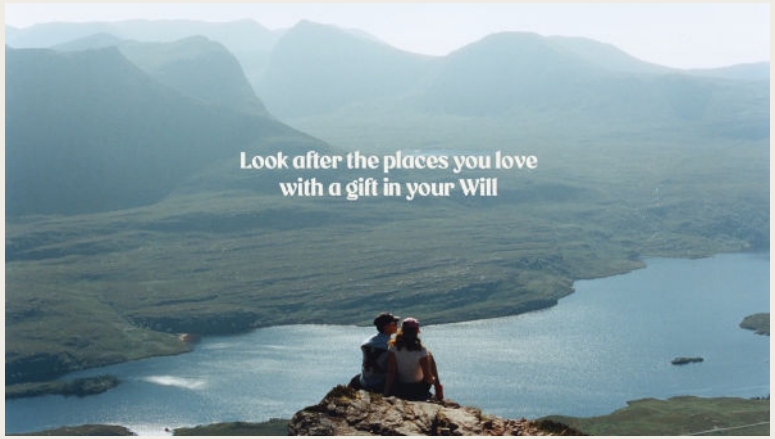


The National Trust for Scotland: imagery matters

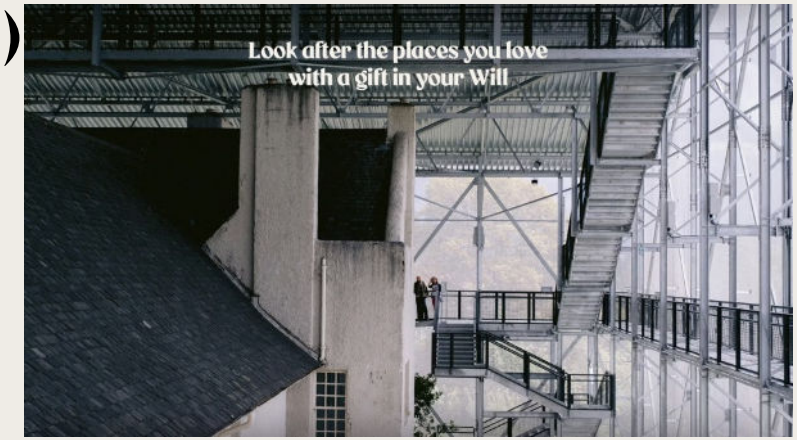
NATIONAL TRUST *for* SCOTLAND

How much do you like this image, out of 10?

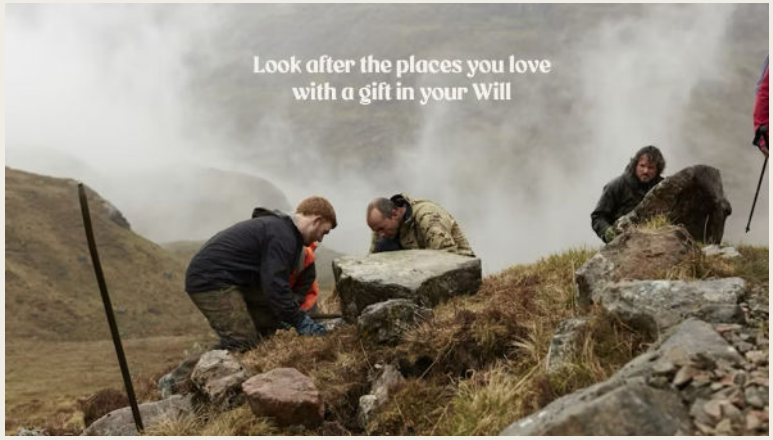
a)



b)



c)



How much do you like this image, out of 10?

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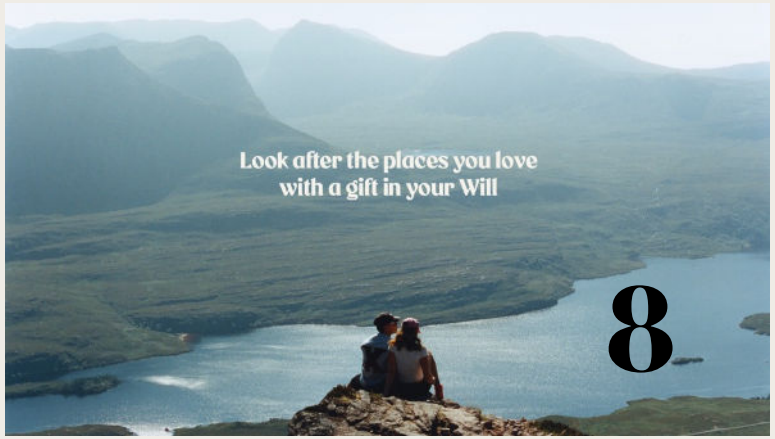

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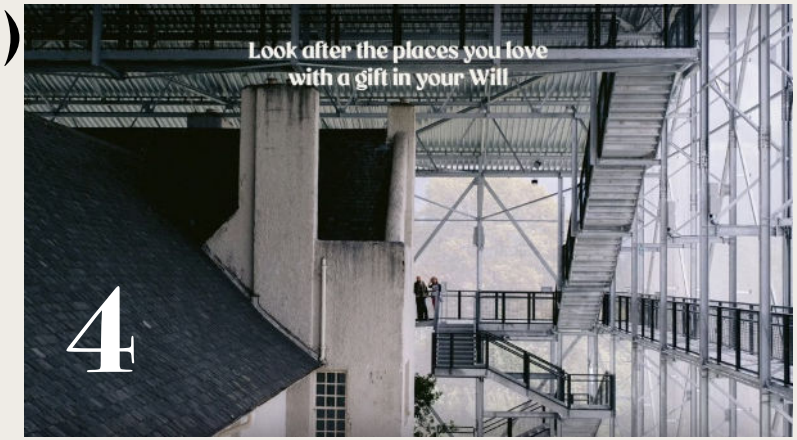

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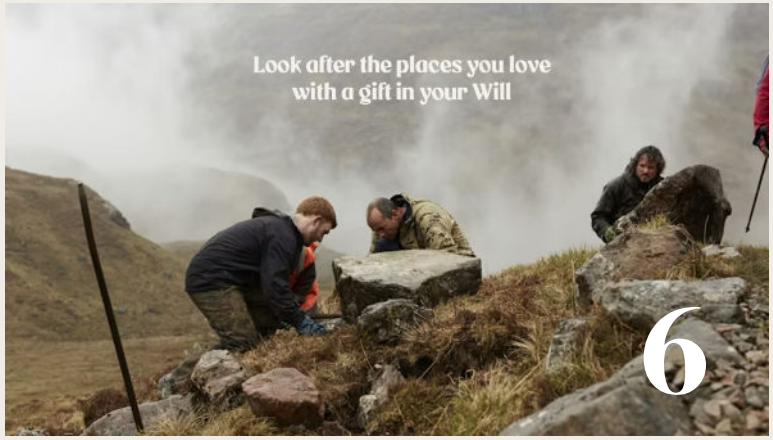

How much do you like this image, out of 10?

a)



b)



c)



How much do you like this image, out of 10?

a)



b)



c)




Scotland,
shared
The National Trust for Scotland
Legacy Proposition Toolkit
NATIONAL
TRUST for
SCOTLAND

Choose your imagery very carefully: it can make a world of difference

1. There isn't discomfort with the subject

2. Find the expression that lets you keep your strategy and your audience

3. Don't assume you know what your supporters want

4. 'A cure' is not always the motivating message

5. Choose your imagery very carefully

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