Speaking with in memory supporters

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Why are in Memory Supporters so important?

- Often one of the deepest and most personal connections a supporter can have with your cause

- People with a known in memory connection are **three times more likely to leave a gift in their Will** than regular donors

- **31%** Of UK adults have given in memory

- **£2.2bn** Annual value of the UK in memory giving market

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Identifying in Memory Supporters?

- Can supporters tell you they're giving in memory?
- Is the data being captured?
- Is it being shared across teams?
- What are you doing with this data?

You can't steward supporters correctly if you don't know their story

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Common charity mistakes

- ❌ Generic stewardship
- ❌ Never acknowledging the person
- ❌ Not doing anything with the information given
- ❌ Not sharing in-memory data internally
- ❌ Using overly emotional language
- ❌ Assuming everyone grieves the same way
- ❌ Assuming grief has a timeline

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Analyzing the internal landscape

- What are other teams doing?
- How can you support them?
- Is there consistency across the organisation?

Who owns the in memory supporter journey?

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It's about the person, not the donation

- Use the loved one's name
- Acknowledge the relationship e.g you sister
- Match the supporters' language
- Keep going back to the motivation
- Focus on the person, not just the gift

Are you simply thanking the donation, or are you acknowledging the memory behind it?

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Speaking with bereaved supporters

- Don’t overthink
- Don’t be scared of having in memory conversation
- Create a TOV guide you can refer back to
- Speak to others in the sector

-Be kind to yourself

-Seek support

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What supporters need from you?

- ❌ Perfect words
- ✅ Kindness
- ✅ Recognition
- ✅ Authenticity
- ✅ To feel heard

"I don't remember exactly what was said. I remember how it made me feel."

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3 Key Take-Aways

1. Don't be afraid of the conversation

Supporters value acknowledgement more than perfection

2. Capture the story

If you don't know someone is giving in memory, you can't steward them appropriately

3. Remember the person

The loved one should remain at the heart of your communications.

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What is one small change you could make tomorrow that would help an in memory supporter feel more seen?

Thank you!

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