Offline Channel Mix: In-Memory and Legacy Marketing

Sarah Dodd

Head of Legacies
Dorothy House

End of life
care for all.

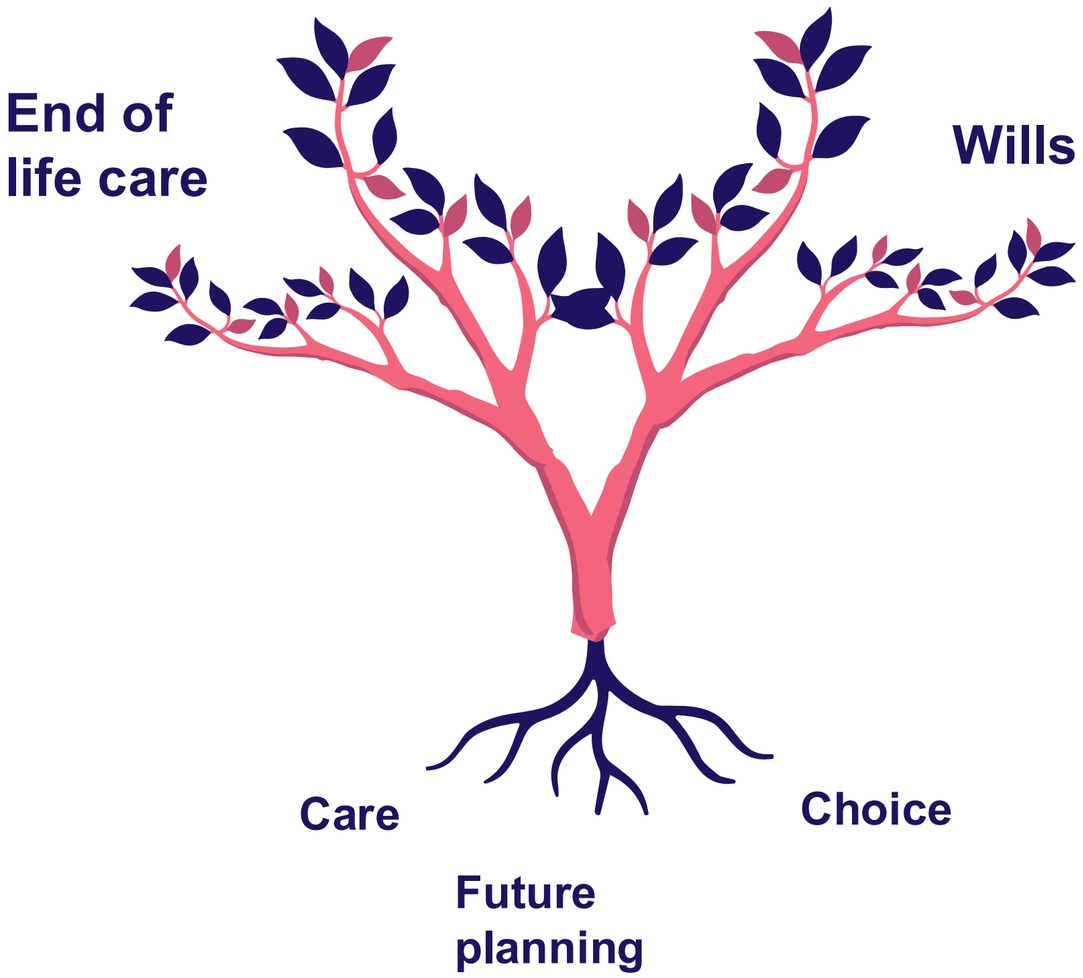
Dorothy House

Dorothy House - About us

- Provider of compassionate, personalised care to adults with life-limiting illness
- Covering an 800sq mile patch across Bath & North East Somerset (BaNES), and parts of Wiltshire and Somerset
- Offering care, comfort and compassion to people in the last 1,000 days of their lives
- Supporting people to live well, die peacefully, and feel supported in bereavement
- Over 90% of care provided in community settings
- Celebrating 50 years of care in 2026



Why?



Audience mindset

Audience needs

Emotional sensitivity



Supporter journey

Reduce confusion

Motivation

Brand identity

What did we do?

Supple Studio

- Strategic Creative Agency
- Small
- Local
- B Corp certified



"Supple by name, supple by nature"

“We knew it was a tricky brief, to ensure end of life planning and making gifts in wills to the hospice were at once separate and connected, that’s why we took it to Supple. The creative surpassed our expectations, left us with smiles on our faces and most importantly offers a platform to support our communities for years to come.”

James Byron Director of Marketing + Engagement



Creative process

Supple summarised and shared two broad creative categories to underpin the visual and verbal identity

Brand ‘spirit’ copy
Notional headlines for end-of-life planning and legacy collateral
Campaign ideas and starting points

Supple looked at:

- What problems do we solve?
- What is our unique point of difference?
- What are the specific benefits?

Creative process - write your own ending

COPYWRITING
CHECKLIST, THEN BUCKET LIST

The following lines come at end of life planning in a light-hearted, yet thought-provoking way; highlighting the humdrum stuff that needs thinking about ahead of the big stuff.





Key to the shed is under the fourth gnome from the left

Mr. Tibbles will only eat the good stuff

Password to Netflix is in the blue teapot

Don't forget to cancel my gym membership (like I've done for the last 5 years)

The list of my favourite charities is in my sock drawer (be generous!)

Tax records are in the 'Boring but Important' folder in the file cabinet

You'll find my passwords in the 'odds and sods' drawer

Creative process - it’s in your gift

COPYWRITING
END OF LIFE PLANNING



For legacy, copy should always appear as if someone is sharing their wishes for end of life, whether that's for people in the community, or for the people they leave behind.

The 'wish' should tie in with something that is enabled by Dorothy House and legacy gifting.

I want people's last days to be comfortable and contented

People should have the chance to live out their days in their own home

No one should face death alone

'End of life' shouldn't mean life has to end

I want to be there for my family in their grief, even when I can't be

I want my family to have the support they need when I'm gone

I want someone in my position to not be afraid

I want someone at their end of life to live their last days to the full



Creative process

- What were other charities doing?
- Call out the stigma
- Playful death language
- Highlighting locality
- Practical and informative
- Shopping list



What guided us?

“Who is going to mow my lawn?”
“What is going to happen to my cat?”
“Do you think they would have liked this?”

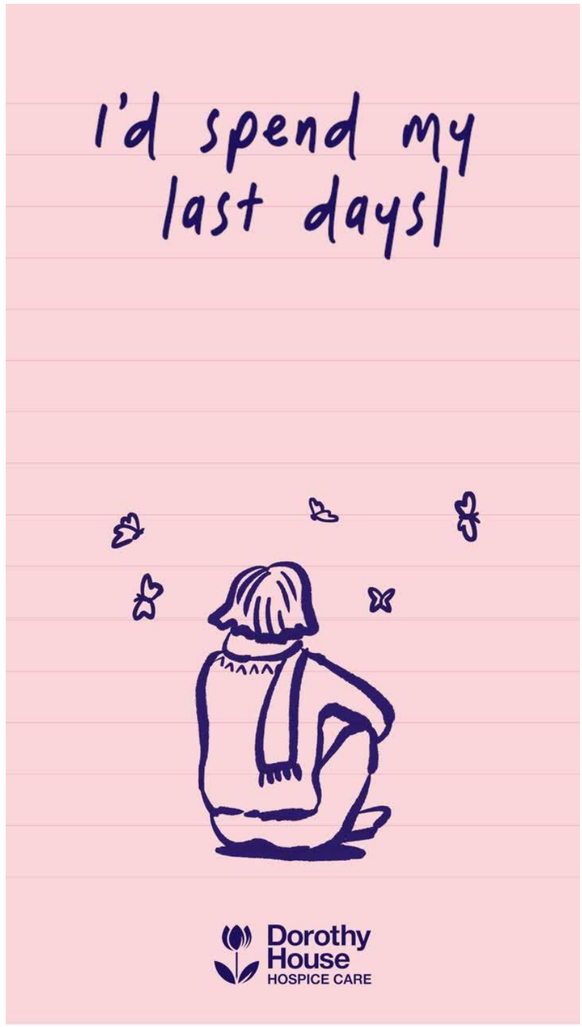




What guided us?



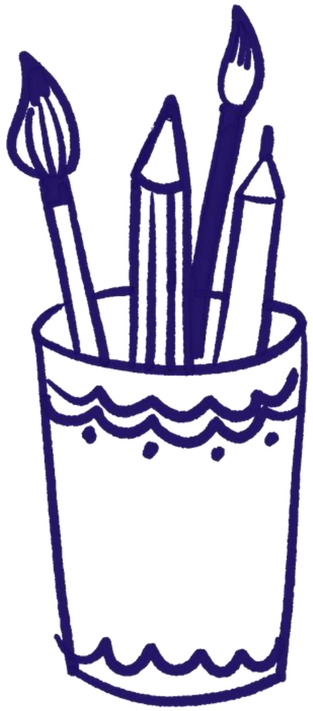




Real patients, real stories











We developed collateral



What did we learn?

- Key learnings
- Challenges
- Successes
- Strategic planning
- Stakeholder buy
- What would we do differently?





Any questions?



Thank you!



Dorothy House