# Reaching new legacy audiences

## Lessons from BBC Children in Need, ASDA & Farewill

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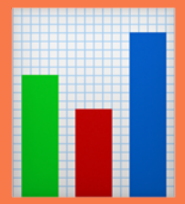

# Where do you usually shop for groceries?

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**£1 million** in future income pledged
to the charity,
from a **1-week** campaign



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BBC CHILDREN IN NEED x ASDA

# A partnership built on trust

# ASDA is one of BBC Children in Need's longest-standing and most successful partners

Together, we've raised over £42 million for children and young people across the UK over 26 years.

**A Partnership with Real Reach**

- Reaching millions of ASDA customers every year.
- ASDA colleagues and Community Champions bring campaigns to life in local communities.
- Exclusive retail partner for key BBC Children in Need fundraising initiatives.
- The most recognised BBC Children in Need corporate partnership.



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# Why this opportunity was different

Whilst our partnership has traditionally focused on fundraising through products, customer donations and colleague engagement, this campaign offered something new:

**For the first time, we could introduce legacy giving to ASDA's customer base through a trusted and established partnership**



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# Legacies at BBC Children in Need

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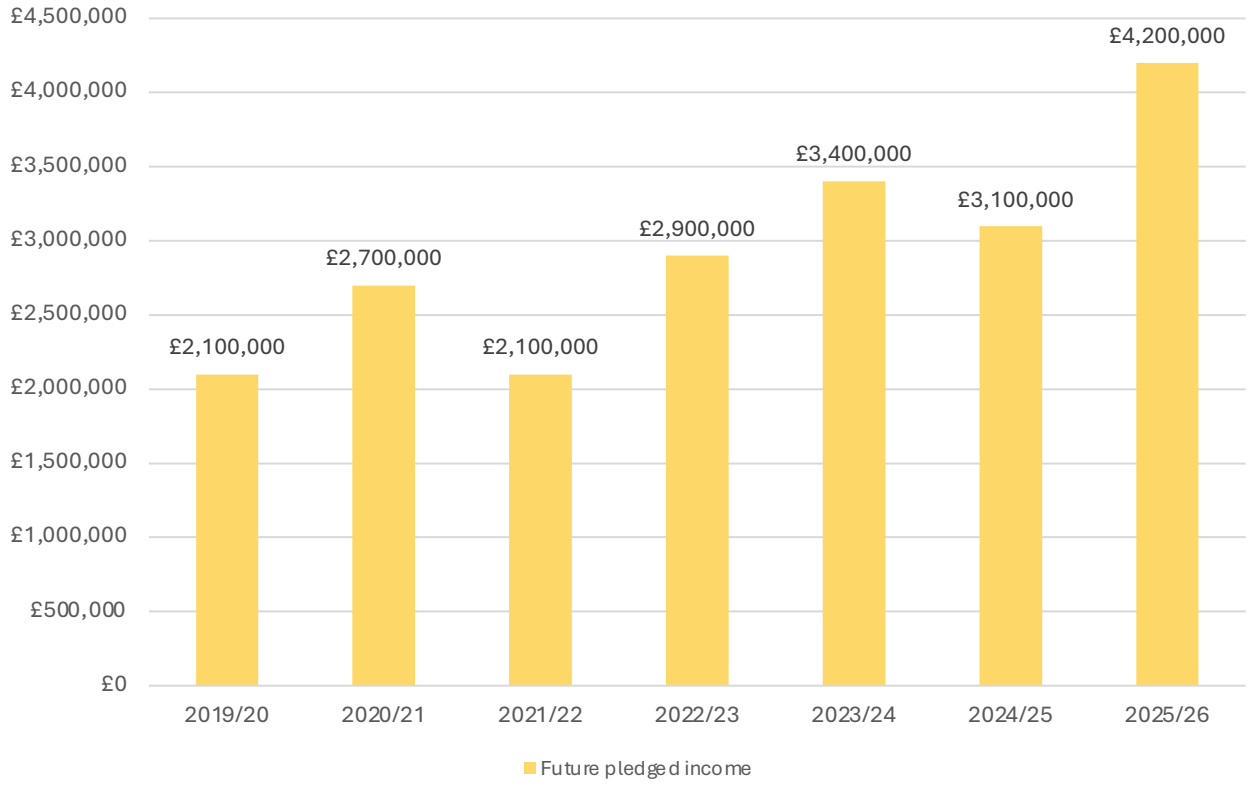
# A growing opportunity hidden in plain sight

**Legacy giving wasn't a strategic priority. Supporters made it one anyway.**

While investment was directed elsewhere, gifts in Wills continued to grow.

**Legacy income has doubled in six years, from £2.1m to £4.2m.**



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# Growth without promotion

**During this period, we had:**

- No dedicated legacy fundraising programme
- Limited legacy marketing activity
- No free will-writing offer
- Minimal legacy content on our website
- No focused campaign investment

Despite this, supporters continued to remember BBC Children in Need in their wills.

**The demand already existed. We just weren't making it easy for people to act on it.**



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# Understanding the growth

**The growth was real, but it wasn't driven by legacy marketing.**

**External factors**
- Post-Covid mortality trends
- Probate and solicitor backlogs clearing

**Operational improvements**
- Earlier legacy notifications
- Stronger solicitor engagement
- Better case management and administration

**Key takeaway**
Income doubled without significant investment in legacy fundraising.



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# A partnership opportunity we didn't go looking for

**The stars aligned.**
BBC Children in Need was developing its legacy proposition with Farewill.

Asda and Farewill were already in conversation. ASDA wanted to drive engagement with ASDA Rewards and their financial products.

Together, that led to one simple question:

**Could we introduce a free Will-writing offer to ASDA Rewards customers?**



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BBC CHILDREN IN NEED x Farewill x ASDA

# The campaign

# The idea brought together

This wasn't a campaign we set out to create. It emerged naturally through existing partnerships, the right timing and aligned priorities.

**Trusted charity brand**

**Long-term corporate partner with significant customer reach**

**Simple, accessible Will-writing journey through Farewill**

**Objective**

Introduce legacy giving to a new audience in an accessible, low-pressure way.



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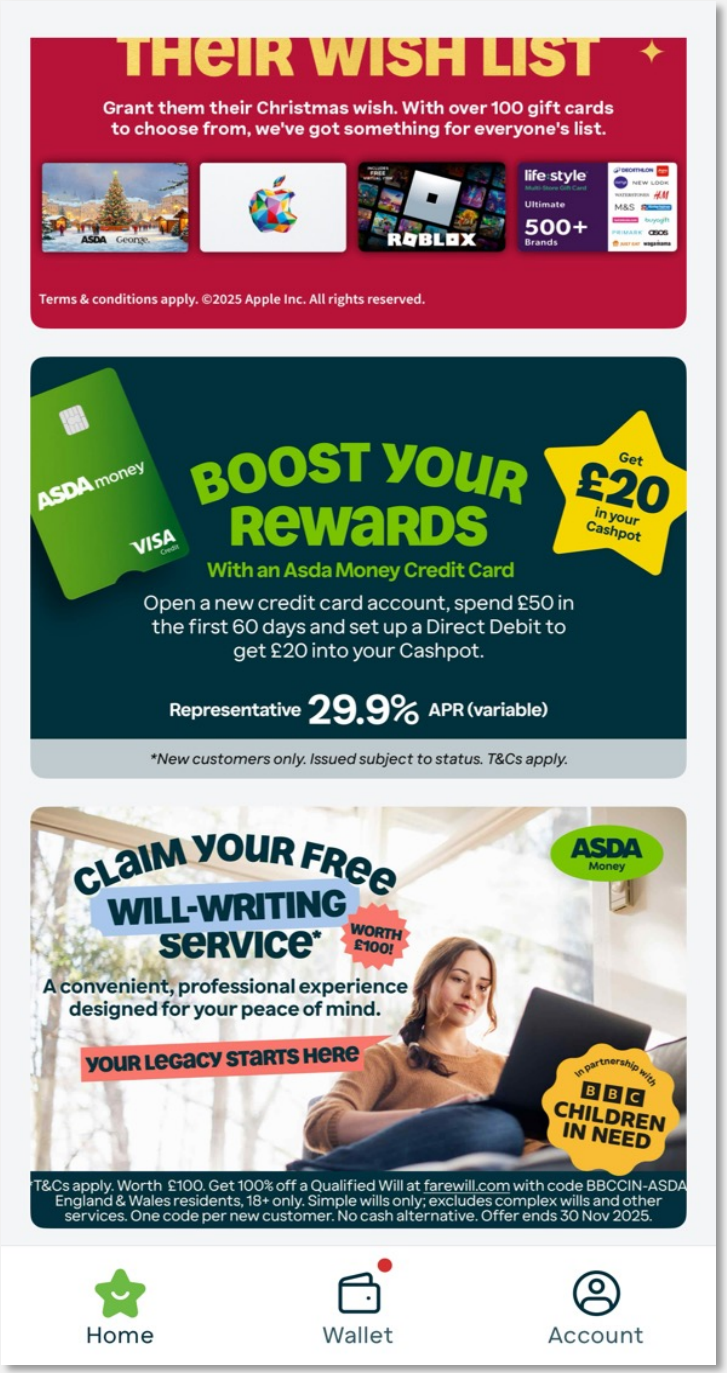
# The supporter journey

1 ASDA promoted the opportunity through their Rewards App and website

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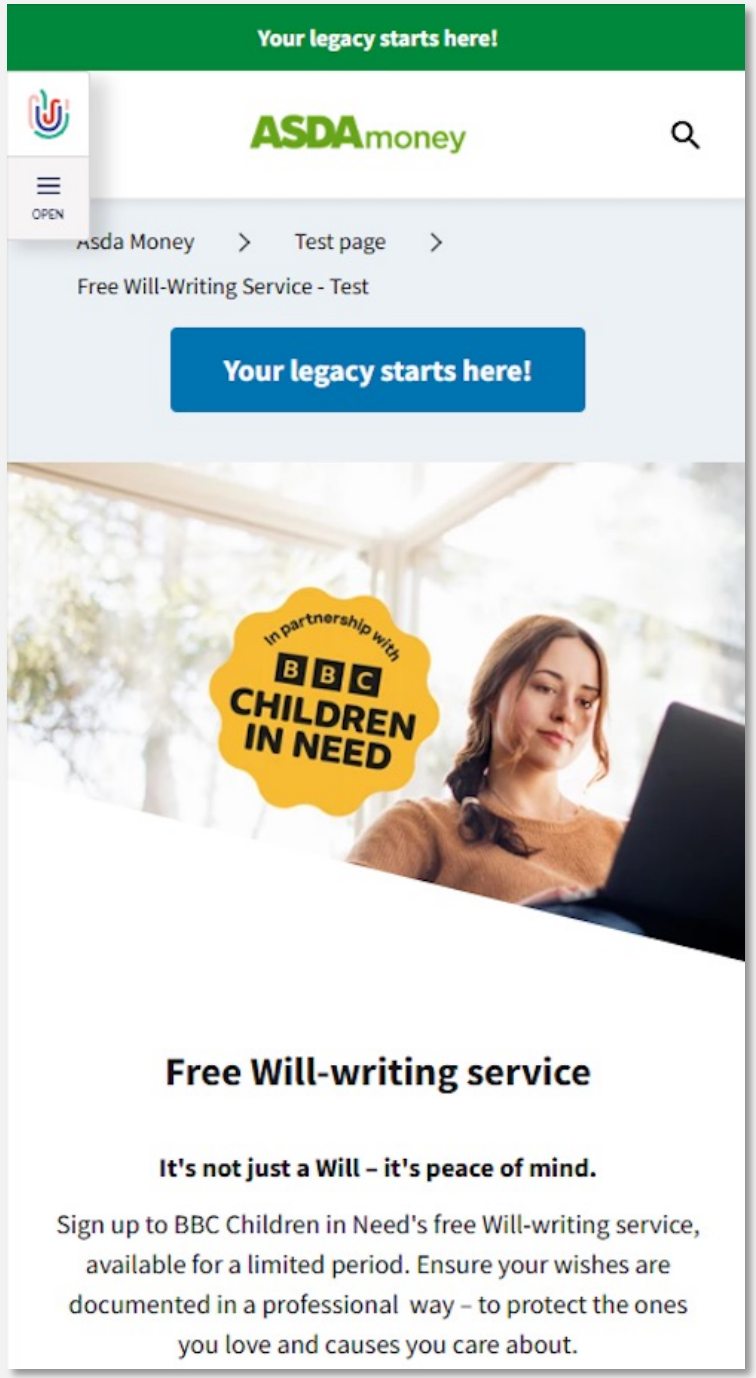


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# The supporter journey

1. ASDA promoted the opportunity through their Rewards App and website

2. Customers signposted to the charity's legacy material and will service



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# The supporter journey

1. ASDA promoted the opportunity through their Rewards App and website
2. Customers signposted to the charity's legacy material and will service
3. Farewill delivered will-writing journey on behalf of the charity



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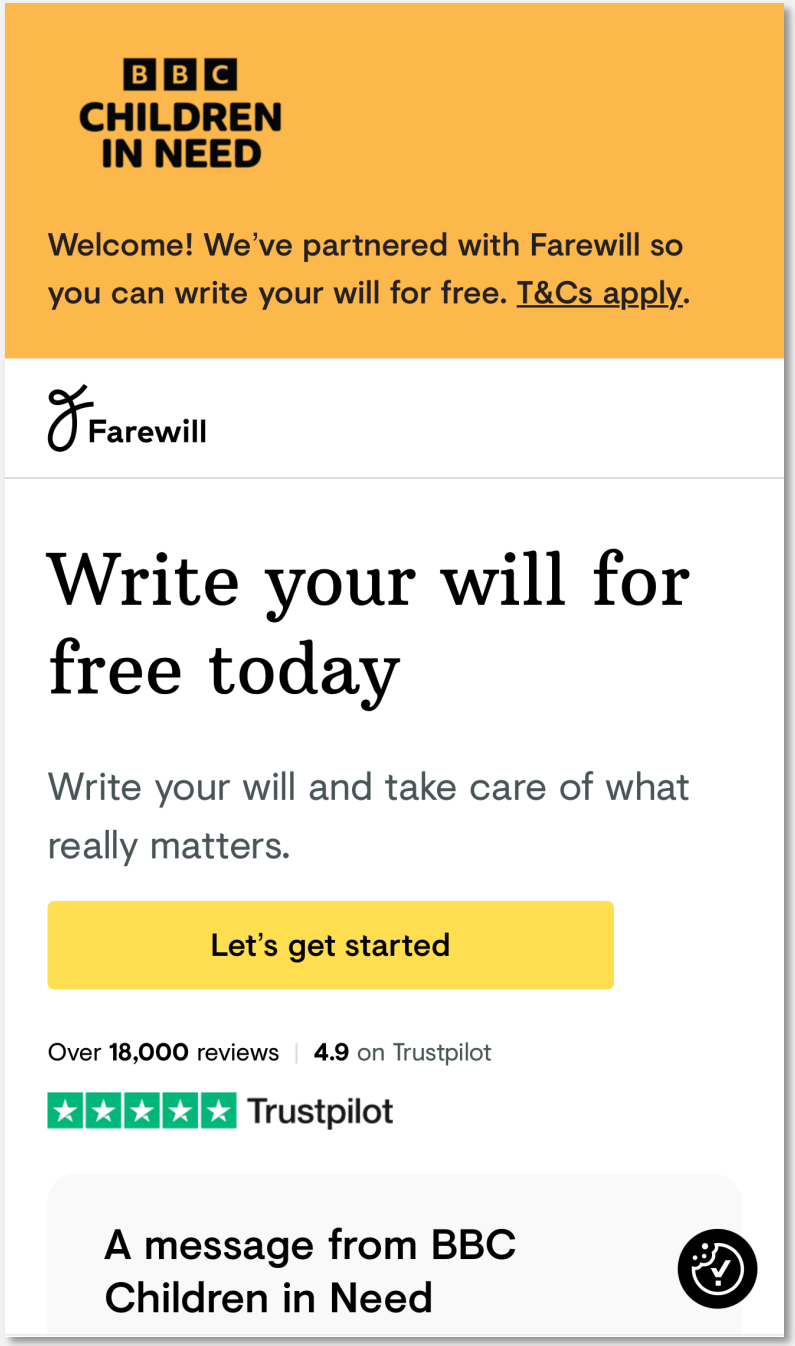
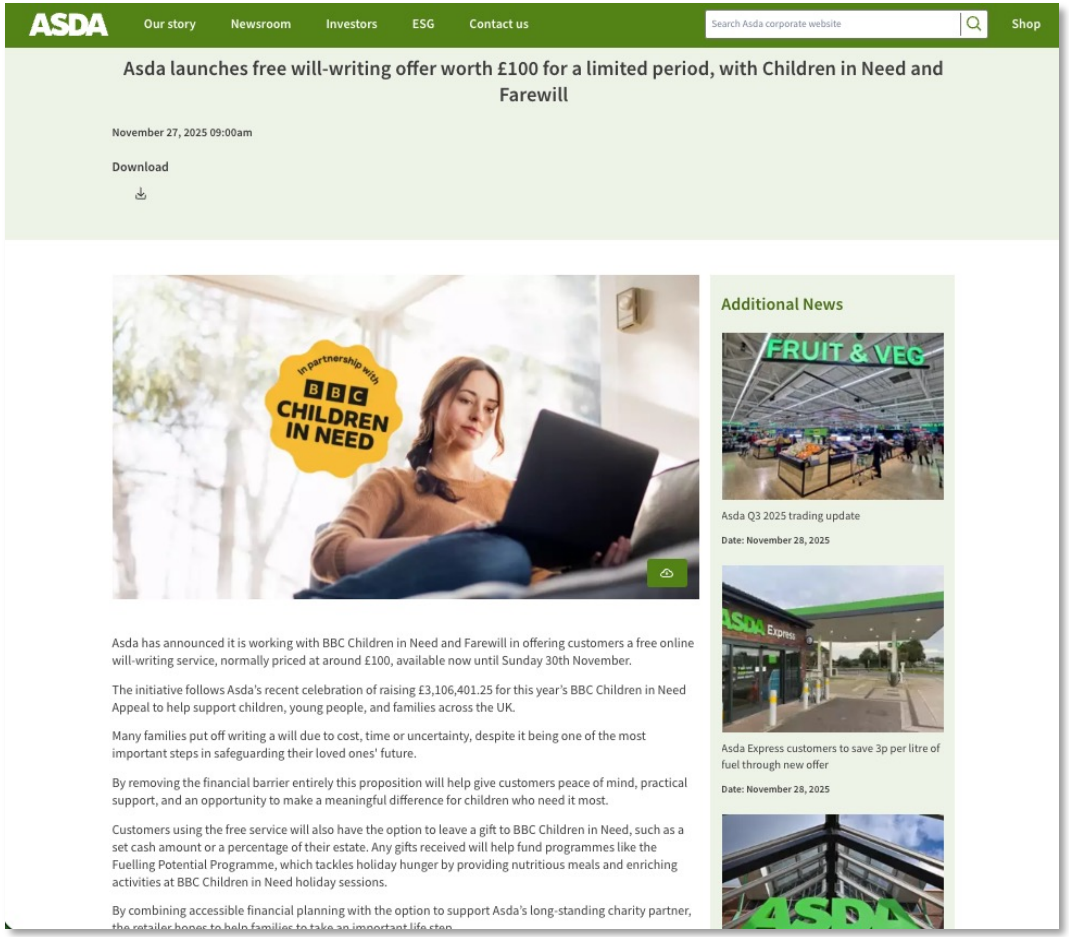


# Extending reach beyond the app

ASDA Rewards was the launchpad, with PR extending the reach.

PR activity helped:

- Amplify awareness of the free Will offer
- Build credibility through trusted brands
- Drive traffic beyond ASDA Rewards

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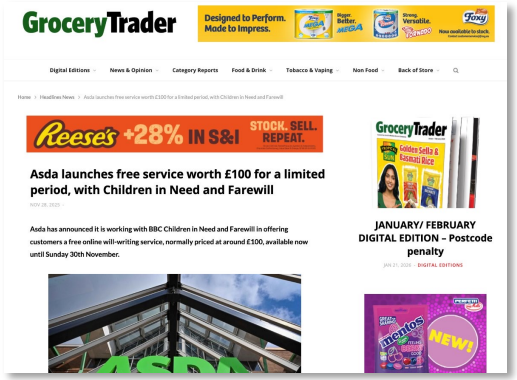
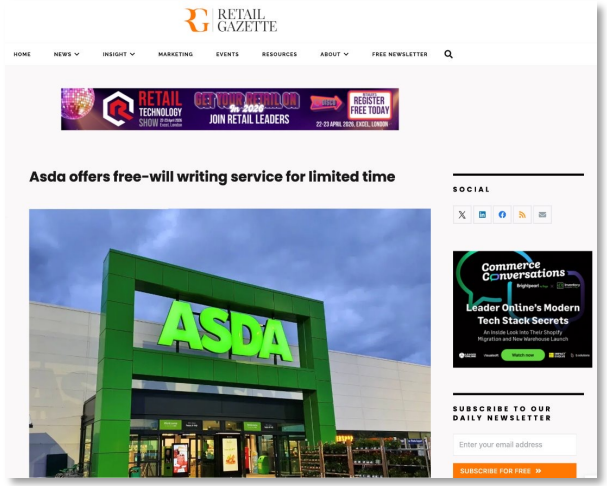
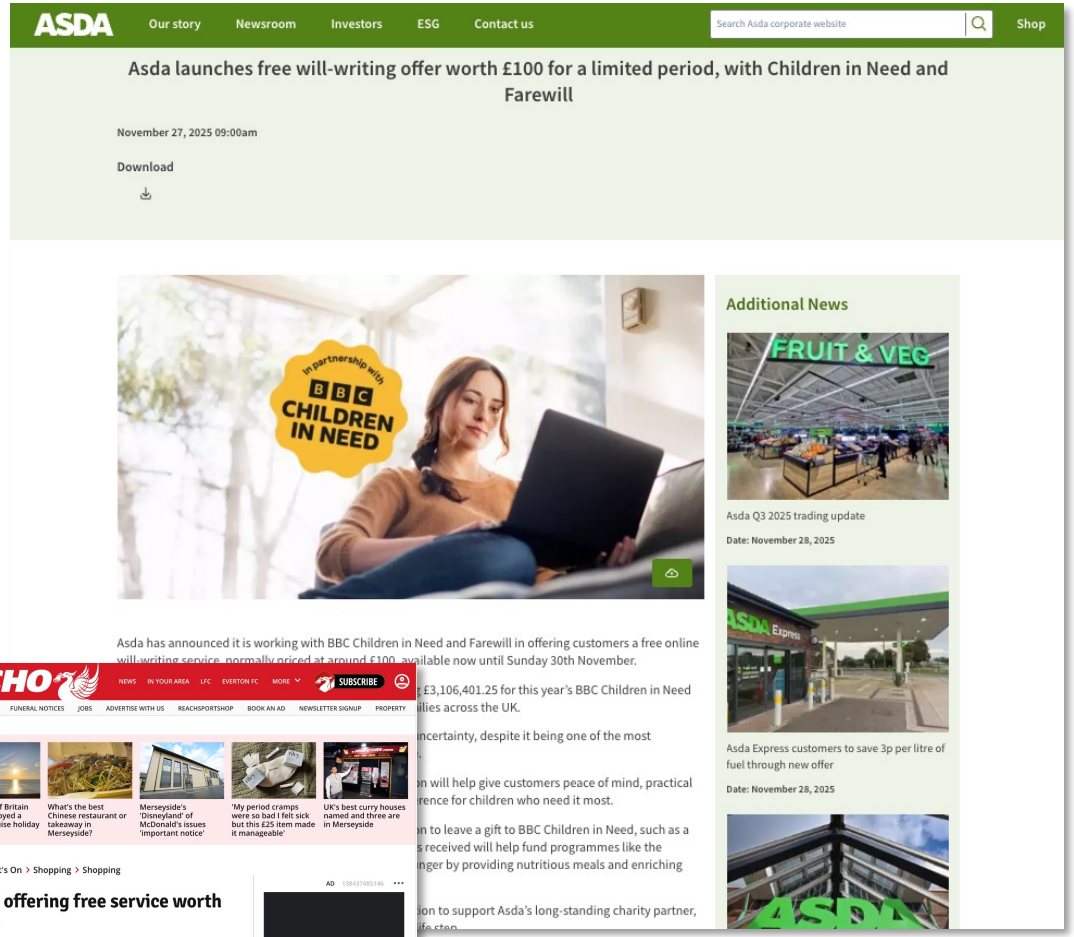
# Extending reach beyond the app

The combination of owned digital channels and targeted PR allowed the campaign to reach audiences both within **and beyond** the ASDA Rewards ecosystem.

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# What were we testing?

**3 questions**

1. Would ASDA customers engage with a free Will-writing proposition?
2. Could a corporate partner become an effective route into legacy giving conversations?
3. Would the strength of the offer outweigh the complexity of the customer journey?

**This was more than a legacy campaign.**

It was a test of whether corporate partnerships could play a role in introducing entirely new audiences to gifts in Wills.



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# Results & key learnings

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Sign out

Overview | Online wills | Telephone wills | Campaign Support | Reports

**Filters** Clear

**Dates**

- All dates
- Date range
- Custom dates

Start date: 24 Nov 2025

End date: 9 Dec 2025

**Gifting**

- [x] Primary gifts
- [x] Secondary gifts

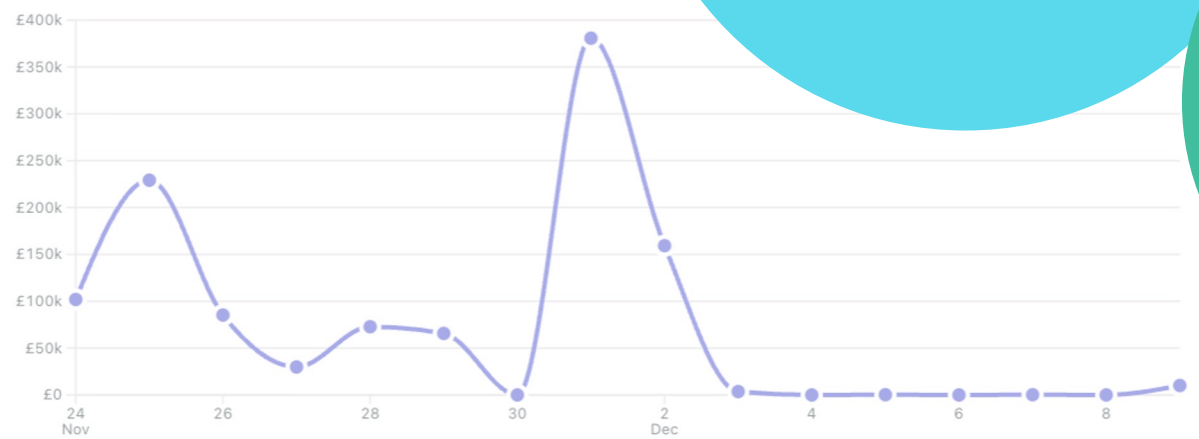
**Traffic type**

- All traffic

4 filters applied: Free will service • Secondary gifts • Primary gi

## Summary

| Future est. income | Wills sold |
|---|---|
| £1,138,894 | 742 |




**£1m est. pledged income**

**ROI 26:1**

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*Primary and secondary gifts recorded in the 2 weeks following the campaign launch.*
*Primary gifts: £875k. Potential return based on estimated future income. 1% residuary gift estimated to be £5,050*

# Over 2 weeks...

Over 700 people completed a will, with 100 gifts pledged.

| Metric | Result | Benchmark |
|---|---|---|
| Gift inclusion rate | 13.5% | Sector 15% \| Farewill 30% |
| Residuary gifts | 35% | Farewill 42% |
| Average gift | £11k | Farewill £13k |
| Average residuary gift | £31k | Farewill £30k |
| Maximum gift size | 50% residuary | – |

**Importantly, there were no upfront marketing costs.**

**Average residuary £31k**

**56% of pledgers were aged 51+**



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# 5-star supporter feedback

Verified Dec 5, 2025

**Brilliant**

When I saw that I could write my will for free I was a bit sceptical. I did it anyway. But it was completely free. (I had a code on my Asda shopping app). You can leave a donation if you wish but it's not forced. Customer service is excellent too. Quick turnaround on having it checked aswell.

November 27, 2025

Verified Dec 9, 2025

**Simple and professional**

I got my will free in partnership with Children in need via Asda. My partner also had his the same time which was also free of charge. It was a very simple process and the wills were checked and sent to us very quickly. The company were professional and prompt and also told us about other services they provide. I would highly recommend

December 2, 2025

Jan 13, 2026

**Farewill Online wills**

I was sceptical about an online will for FREE but Farewill were very good from start to finish. A donation to Children In Need was suggested but not compulsory. After completing everything Farewill checked it was all in order and at a cost of £6 they printed a hard copy and sent it out in the post. They have a dedicated team on the phone or email for any queries or should the inevitable happen. Thank you Farewill

November 28, 2025 Unprompted review

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# Value beyond pledged income

- ✓ Access to new audiences
- ✓ Low-cost, scalable campaign

**Supported by Farewill**

- ✓ Account Management support
- ✓ Stewardship reporting



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# Corporate partnerships & innovation

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# Corporate legacy campaigns

What Farewill has learned from previous partner activity

| Corporate campaign example* | Result |
|---|---|
| Registrations | 118 |
| Wills completed | 79 |
| Registration to will | 67% |
| Pledges | 7 |
| Gift inclusion rate | 9% |
| Est. pledged income | £129k |



**Anonymised example from another large national charity. Results are not from BBC Children in Need.*

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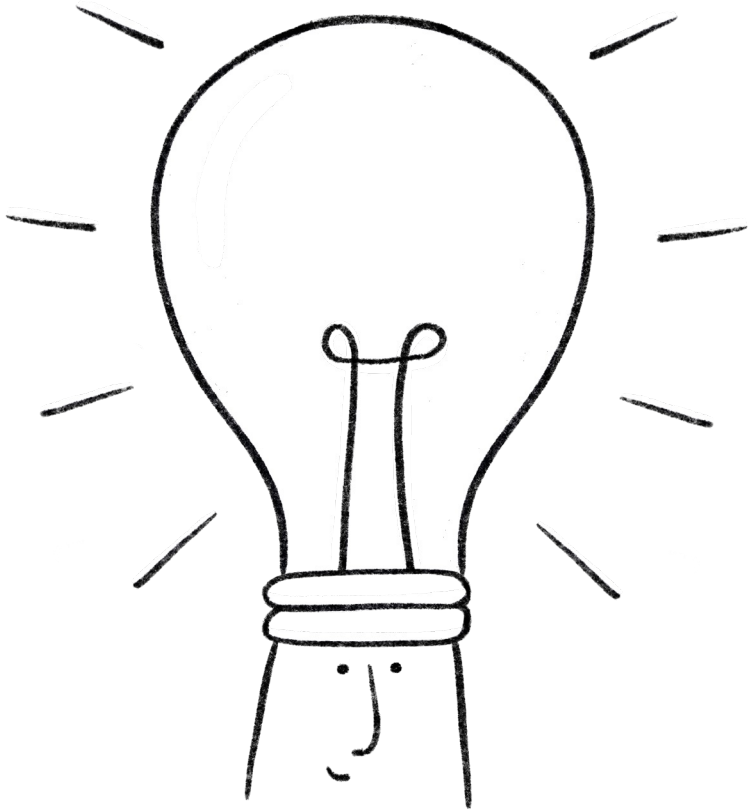
# What made this campaign different?

Most corporate legacy campaigns focus on employees. This campaign took the offer **directly to the partner's customers.**

Launching during Black Friday also tested an unexpected campaign period.



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# Where could this work for you?

Look beyond your corporate partners' staff. Could the partnership also give you a relevant, trusted route to their customers?

**3 things to consider**

- 👥 Audience
- 📆 Moment
- 🖥️ Channel

The opportunity isn't just who your corporate partners employ – **it's who they reach.**



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# Thank you

## Any questions?

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