# The Gifts in Wills Decision Map

Audience-led legacy fundraising. Inspire. Be relevant. Make it easy.

A gift in a will is one decision inside a much larger task. The Decision Map starts from the decision your supporter is actually making, rather than from the stages we would like them to move through.




*6 decision points. There is no start line and no guaranteed order. Someone can sit at one point for years, drop out entirely, and come back through a different door a decade later. Telling you is optional.*

## 6 places to start applying to your own supporter journey

One prompt for each decision point. Take the one you are weakest on and answer it honestly about your own charity.

**Awareness.** Where would one of your supporters ever see that people like them do this?

**Trigger.** What life events do you already hear about, and what happens when you do?

**Navigate.** If a supporter asked how to leave a legacy today, what would you say/send them?

**Act.** Are your registered name, charity number and a sample form of words easy to find in one place?

**Commit.** Does anything happen when someone tells you, and who hears about it?

**Sustain.** When did you last thank or update someone who told you they've pledged years ago? Who else was involved?

## What the diagnostic gives you

| | |
|---|---|
| **Your audiences** | Not just supporters, but how family, solicitor and internal audiences factor. |
| **Your programme** | Where it helps, where it misses, and where you should step back. |
| **Your priorities** | A clear view of how to strengthen your legacy programme. |

CONFERENCE OFFER / 30 DAYS

**10% off the Decision Map review for any charity that books by 24 October 2026.**

Quote Fundraising Everywhere when you get in touch. Happy to talk it through first with no obligation.

**sam@samdevlinconsulting.com**