

Understanding the link between Legacy and Brand

Fundraising Everywhere Conference

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Legacy Futures

Together with Smee & Ford

Our session today

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Together with Smee & Ford



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Dominique Abranson
Legacy & In-Memory Lead
WaterAid



Matt Smith
Head of Legacy & In-Memory Giving
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Charley Day
Head of Insight
The Kite Factory

What is a brand? And why are they important?

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> A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.
>
> **Seth Godin**

> Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.
>
> **Sir Richard Branson**



The legacy market is concentrated amongst the largest charity brands

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In the UK the top ten charities account for **23** per cent of the legacy market.



Strength of a charity's brand influences everything it does

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- Strong brands are:
  - Distinctive
  - Consistent
  - Cut-through
  - Encourage loyalty



With a more crowded charity landscape and increasing reliance on AI, brands are more important than ever.

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Link between brand and legacy

Topline learnings from new LFG research

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Brand is a strategic asset, not just a marketing function

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Strong brands create the conditions for legacy giving

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Trust is the cornerstone of legacy giving

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Brand investment supports long-term legacy growth

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Brand and legacy marketing have complementary roles

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How charities are bringing Legacy and Brand together

Panel discussion

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Panel questions

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- How do you manage the relationship between legacy and brand in your organisation? How do you work with your brand teams?
- Any advice on making the case for closer alignment between brand and legacy? On developing brand led legacy comms (rather than activation comms).
- Any advice you'd give charities who are starting out on their journey to bring Legacy and Brand closer together?

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Thank you

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