

# How to grow legacies for small charities



by Richard Radcliffe FInstF Cert



# Who am I?

- 40 years in fundraising.
- 30 years in legacies
- I have met over 28,000 donors volunteers and users of charity services in legacy focus groups
- I have helped write over 700 legacy strategies
- And trained 1000s in how to make the ask for legacies
- I work throughout the world including USA, Canada, all of Europe, Scandinavia, Australasia, India, Israel, Singapore, Malaysia





# On a Shoestring Budget



# Legacy language

- Specific = an item
- Pecuniary = cash
- Residuary = share or percentage or fraction of an estate



# How a typical Will with a legacy works

- Specific and pecuniary legacies tend to be distributed FIRST
- After these, 100% of residue is distributed and any share or percentage or fraction can be left to anyone or any charity (i.e. 1% to your charity)



**BUSTING  
MYTHS**



# Legacies are not to do with death

- A legacy is a joyful act 😊, and only one method of giving which is life driven and only death activated
- Perfect for older people – they cost nothing now







# Everyone leaves legacies

- People with families
- People without families
- 60% are females and 40% males



# Why legacies are the greatest opportunity for small charities NOW

- Donors are not very happy (66% unhappy with fundraising methods)
- Asks increased by 7 billion in 2014/5 – BIG ones are asking too often
- Trust in smaller charities is so much higher than REALLY BIG charities

This is the best moment to prove you are a great investment in the future



# The legacy marketplace UK

Year	Number of Organisations	Legacy Income
2007/08	1,745	£1,783,599,454
2008/09	1,807	£1,789,779,787
2009/10	1,937	£1,857,675,292
2010/11	2,001	£1,834,697,242
2011/12	2,068	£1,814,548,220
2012/13	2,147	£2,040,464,447
2013/14	2,256	£2,202,639,251
2014/15	2,301	£2,300,000,000
2015/16	2,417	£2,500,000,000
2016/17	2,579	£2,850,000,000

# Number of Legacies

Year	2008	2009	2010	2011	2012	2013	2014
<b>Culture &amp; Heritage (inc. The Arts)</b>	2,838	2,896	2,690	3,005	3,028	3,398	3,436 now over 4200
<b>Education</b>	1,825	1,705	1,708	1,888	2,329	3,345	3,192 now over 3700
<b>Medical Research</b>	4,398	4,266	3,950	4,252	3,726	3,673	3,478
<b>Cancer Research</b>	8,623	8,676	8,302	8,464	8,258	8,908	8,602

UK Region	Total probated estates	Charitable estates	% of estates containing a charitable gift
South West	21,807	3,804	17.44%
South East	23,829	4,115	17.27%
London	22,782	2,567	16.91%
South	25,750	3,887	15.10%
East	27,138	3,811	14.04%
Central	18,928	2,467	13.03%
West	20,744	2,620	12.63%
North East	27,026	3,324	12.30%
North West	28,269	3,217	11.38%
Scotland - East & Highlands	12,187	1,319	10.82%
Wales	15,245	1,609	10.55%
Scotland - West	9,411	797	8.47%
North	18,220	1,374	7.54%



Let's make sure there is no

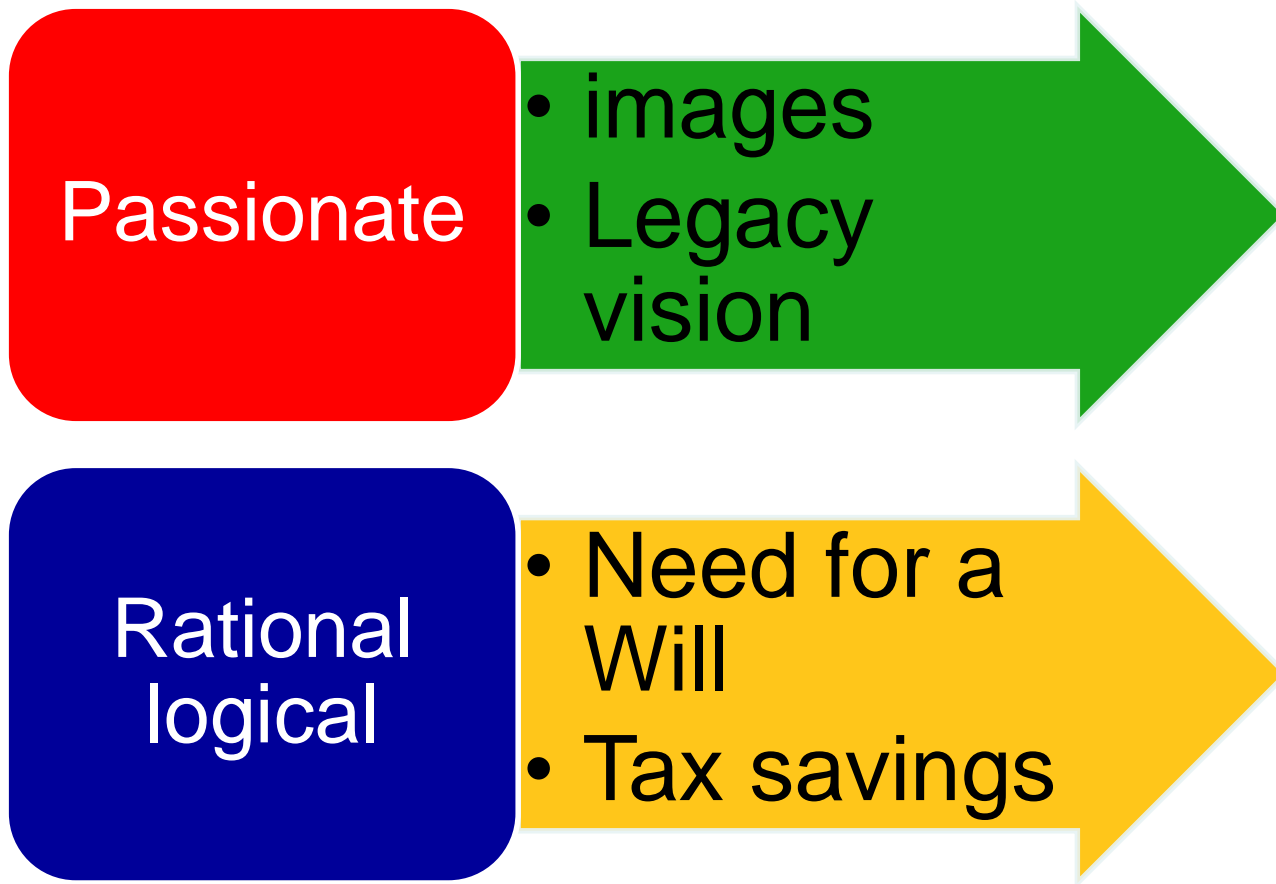


# So this course

- Will look at “cash free legacy marketing”
- But being at optimist I have added two investment “dreams” which can cost little but they might make a huge difference. But they are not essential
- No budget – no worries



On our journey together remember:  
**ACTION** happens for logical need for  
Will





# Generations are different



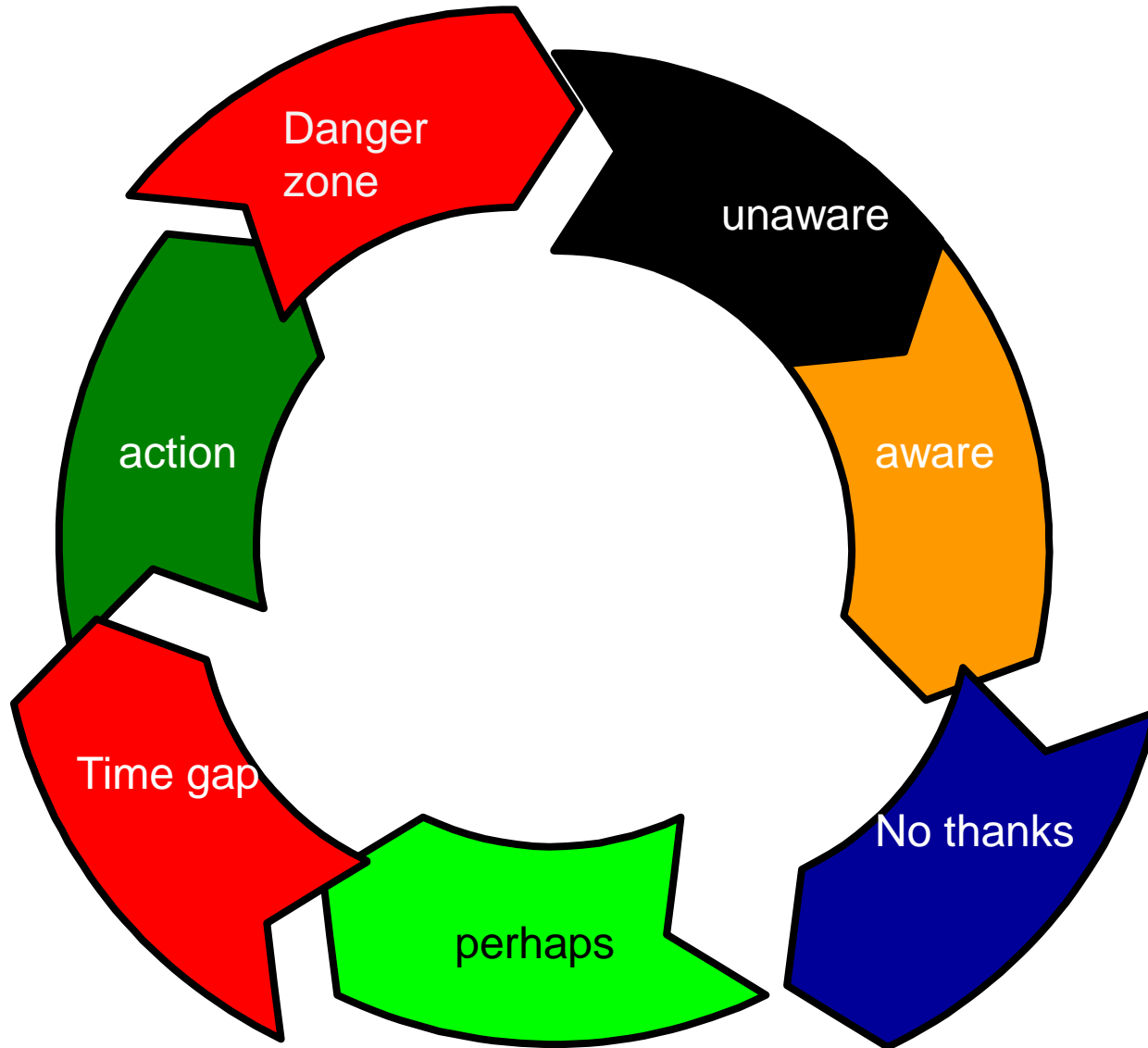
Old look  
back



Young look  
forward



# Prospect journey is not fluent



# Legacies are not to do with death

Giving a legacy is joyful.

It is life driven

and only death activated.

It costs nothing NOW which is SOOOO  
important to cash strapped and future  
cash uncertain older people

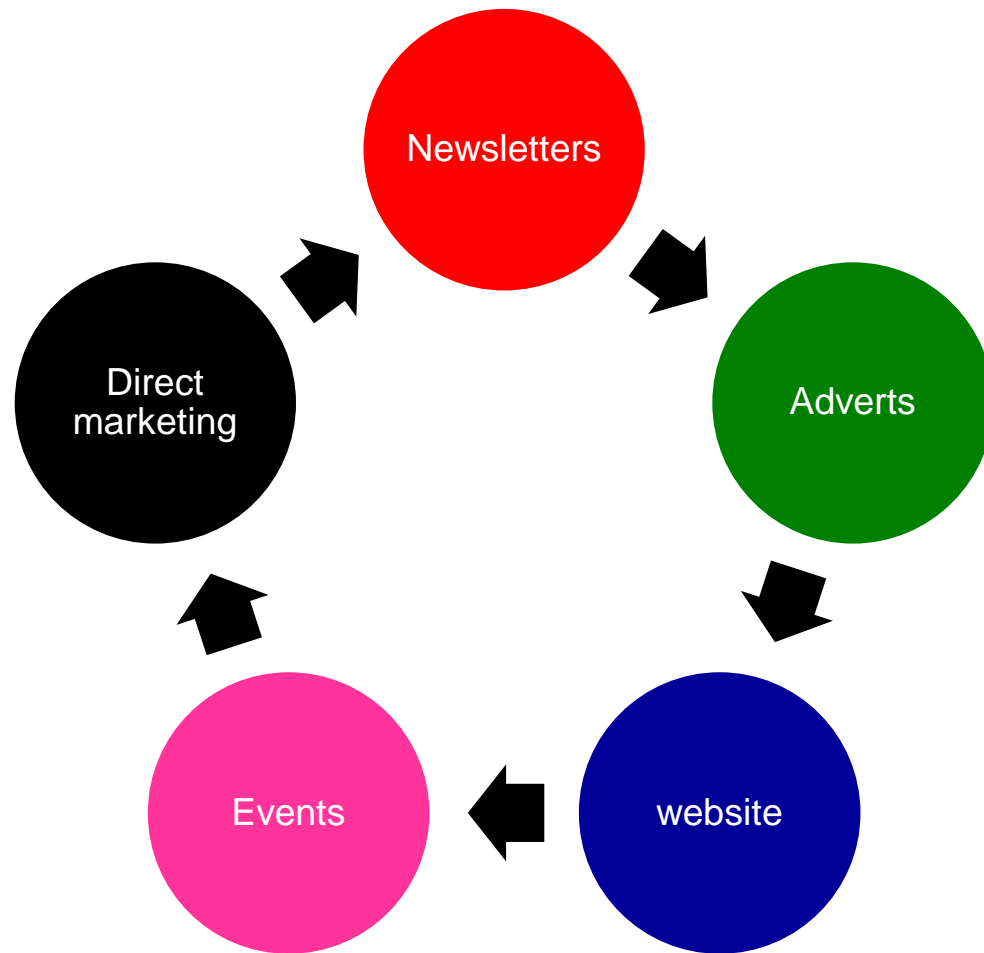


# So

- Your *stakeholders* must understand your funding sources
- Then:
- They must understand the benefits of voluntary support
- They must understand WHY you need legacies



# Start in general media then develop more direct methods



# Today we are focusing on integration



# But lets start with research

- You can:
- Register as a legacy enquirer with some of the big charities (or your Mum/ grandparents can – it gives them a great social life!)
- You can contact past next of kin to find out the motivation for a legacy (if you get any)
- You can do a survey – online or in your newsletter
- These give you an on going sense of language and action



# After research .....

- Create some legacy promises which reassure prospects you are going to be genuinely nice about asking for legacies. The RNLI has a nice example!
- <http://rnli.org/howtosupportus/donatenow/gifts-in-wills/Pages/promise.aspx>





# BE NICE – draft legacy promises

- We will not put pressure on you to give a gift in your Will – it is your decision.
- We will never ask you the size or type of gift if you decide to support our work this way.
- We absolutely recognise your loved ones come first in your Will.
- You never have to tell us your intentions – we respect your right to privacy
- We fully understand that personal circumstances change and there might be a time when you must take us out of your Will
- We promise to use your gift wisely and prudently.
- If you want your gift used in a special way we will honour your wish



# Now think about

- What you are going to say about Will making
- And
- What you are going to say about giving a legacy which makes it:
  - Easy
  - Affordable
  - And perfectly normal!



# Will making triggers action

- Feature “FAQs” on your website and in a newsletter:
- Why so I need a Will if I am married/divorced/in a partnership?
- Why do I need a Will if I do/do not have children?
- Does it cost a lot to make/change a Will?
- How easy is it to make/change a Will



# Will making

- 38



- 68



- 80



# BUT

- HNWI tend to do a pre-retirement Will (a planning for the future Will) in their late 50s



# Will making – it's changing

- Wills in return for a donation (e.g. WillAid)
- Free Will but charity charged (e.g. Free Will network)
- Online (e.g. Farewill)
- Home visits (e.g. GoodWill Partnership)
- Free Wills (e.g. McClures - solicitors)
- Lets discuss!!!



# Propensity to have a Will

- 50% of 50 year olds have a Will
- 60% of 60 year olds have a Will
- 70% of 70 year olds have a Will
- 80% of 80 year olds have a Will.
- Out of 5000 donors in focus groups:  
87% have a Will.
- But 65% of Wills are out of date



# Changing Wills

- Baby boomers – changing parents' Wills through deed of variation
- Using a Letter of Wishes and NOT a codicil
- Leaving children the amount under the IHT threshold and rest to charity





# So let's move onto how you are funded

## Some examples

- Statutory sources of money provide X% the rest is from voluntary sources including gifts in Wills
- Or
- Our voluntary income (including events, donations and gifts in Wills) typically enable the equivalent of X out of 10 of services (or to help xxx)



# Now let's look at

- Phrases you can integrate.
- Some are better spoken
- Others are better written
- Some are dreadful to make you think
- Others are good or boring but still work



# Language

Which do you prefer?

- A bequest in your Will
- A legacy in your Will
- A gift in your Will
- Remember us in your Will



# More phrases

- Cancer Research UK got £177 million last year from legacies. We only got £X (or £0) – imagine the difference your legacy would make with us!
- Last year the Donkey Sanctuary got £23 million in legacies – help us do the same!
- 1 in 10 of our projects are helped through gifts in Wills
- 10% of our income is from legacies



# Phrase development

- Imagine the difference a gift in your will would make to secure our future for generations to come
- If or when the time is right for you to include a gift in your Will please remember us.
- Perhaps you would be kind enough to remember a second family in your Will? Our charity and the families we help
- We rely on donations and gifts in Wills
- Let the love for our charity live on through a gift in your Will



# More phrases!

- After you have provided for your own family and friends perhaps you would consider including our charity in your will
- We fully recognise your loved ones come first but perhaps you could find room in your will for our charity too.
- Or is it best to talk about “those closest to you”?
- £50 or £5 million – any legacy will help however large or small even if we prefer big ones!
- Every gift in every Will makes a difference however large or small – even 1%
- Live eight years longer leave us a legacy!



# BEST TWO

- If the time is ever right for you to remember a charity in your Will please remember XX
- Every gift – however large or small – makes a difference. Even 1% (so your family inherits 99%) or a modest sum of money



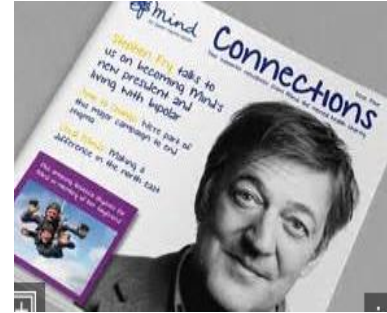
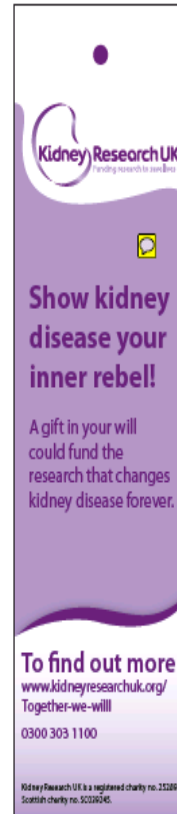
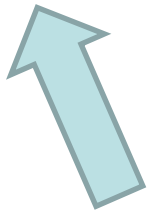
Now think of the phrases and the funding statement – where to use them.

- Every service leaflet
- Every email
- Every thank you letter
- Header or footer on all newsletters
- Digital media
- Banners on your website





# Which media make them feel at ease?



# Which channels build engagement



Which media has a more personal touch  
BUT can make or break a campaign?



# Which channels are nudgers



# Newsletter (and website!)

Will ANYONE take action reading a supporter newsletter? Call to action vital

Stories:

past legacies (by fundraiser),

Will writing/updating (by lawyer)

vision (by CEO or person doing work of charity)

outcomes – past and current

YOUR feelings about Wills and outcomes of modest legacies

- Response mechanism – direct line and name!





# Recruit legacy voices



# Pepper your talks and communications with questions



# Five good “question phrases”

- How much do you know about.....
- Do you know who funds us to do what we do.....
- How do you feel about.....
- Tell me more about.....
- Do you remember.....





# Make them happy

- Give them joy – the emotions
- Give them satisfaction – your successes (outcomes) and prudence
- Combine both and you make them happy and you will succeed eventually!!



# If you need me

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