

Legacy Fund Raising

We in Britain tend be a bit queasy about asking for money generally and asking for a donation in someone's will seems to be harder still. No-one like to think about death but it comes to us all So consider asking your supporter to remember you in their will.

Why do it?

- It is easy and low cost
- Funds are usually unrestricted

How to do it

- Add an ask to existing communications Newsletters, Appeals, events notices, organisation leaflet etc. or on the back of your envelopes and business card
- Add a page to your website
- Ask trustees and supporters
- Ask participants and neighbours
- Ask anyone
- Make it easy make it obvious
- Keep at it, don't just mention it once and then forget it.

What to Say

"Please give us a gift in your will"

Simple as that! Emphasise the potentially transformational effect of their gift – think big, "your gift changes lives and add an inspirational element.

"Remembering us in your will could changes lives"

Important!

Don't offer will-writing advice unless you are qualified to give it

Ask people to let you know if they are mentioning you in their will

Remember legacy income is low cost and unrestricted BUT it is NOT predictable and it is a long term investment

Resources

www.Rememberacharity.org.uk -

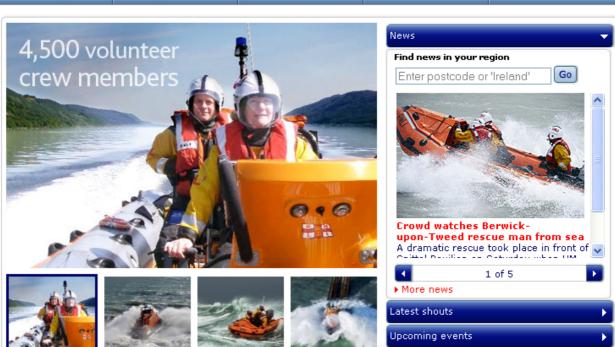
membership organisation promoting legacy giving

www.Willaid.org - advice on writing wills

www.Freewillsmonth.org.uk Periodic campaign offering free will writing services to the over 55s at set periods and locations during the year.

Look at what other successful charities are doing







We are volunteers across the UK and Republic of Ireland united by selflessness, skill and courage.



RNLI lifeguards are highly trained to offer safety advice, give first aid and perform rescues.

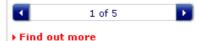


What we do

We provide 24-hour lifeboats and seasonal lifeguards dedicated to saving lives at sea.



Advice on how to avoid getting into trouble in the first place - from lifejackets to beach flags.



Support us

The RNLI is an independent charity funded by voluntary donations. Could not save lives at semiliary our support.

- ▶ Membership
- ▶ Don
- ▶ Go shopping
- ▶ Gifts in Wills
- ▶ Companies
- ▶ Major gifts
- ▶ Volunteer
- ▶ Events

Stay informed

Keep up-to-date with our activities:

- Email updates
- Youtube
 Facebook
- RSS feeds
 Twitter
 Twitter
- Flickr
- 🔼 ADD THIS 📑 😭 🧦 ...)

A gift in a Will is a lifesaver

Find out more



CELEBRATE EXTRAORDINARY COMMITMENT

Jump for Jubilee

Find out more

Who we are

Our people Purpose, Vision and Values Courage and gallantry History

What we do

Lifeboats Lifeguards Sea safety Beach safety Youth education

In your area

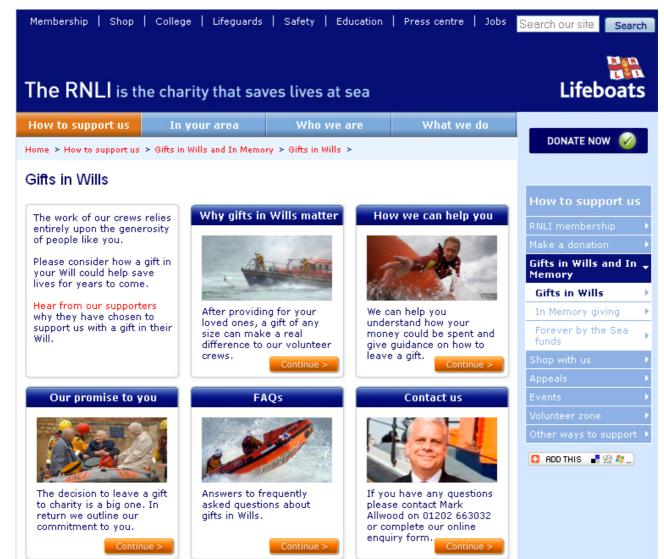
Find a station Find a beach Find your nearest Visiting stations Out on a shout

Support us

Membership Donate Leave a gift in your Will Shop with us Appeals

Donate now

One off donation Regular donation Leave a gift in your Will In Memory giving Major gifts





Where there's a Will, there's a way

Join the growing number of people who've decided to leave a gift in their Will to Cancer Research UK.

More than a third of Cancer Research UK's lifesaving work is paid for by legacies – work that has saved millions of lives in the UK and across the world. You too could help save more lives by remembering Cancer Research UK in your Will. Request a legacy information pack.

How to leave us a legacy

Everything you need to know about making or updating your Will and leaving a legacy to Cancer Research UK.

Find out more

How legacies help

How your gift makes a difference to our life-saving work and helps us plan for the future.

Find out more



The vital work your legacy could fund