

FIA

2023  
SA FUNDRAISING  
SHOWCASE



**GRASSROOTS**

**AT THE HEART OF  
FUNDRAISING SUCCESS**

# Why I love gifts in wills.

**Clare Allen**

Development Lead  
Lutheran Media

Presented by:



**Safewill**





# Connection

**REMEMBER A CHARITY  
IN YOUR WILL**  
Help the work live on...

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# Connection





# Conversations







## Deciding to leave a gift

When deciding to leave a gift to the NSPCC's work for children, there are many things to think about.



Naturally, you will want to make sure you take care of your family and loved ones first, making sure any gift you leave to charity does not impact upon your ability to provide for those most important to you.

That's why you may wish to consider a gift that is a small percentage of whatever is left once your family and friends have been taken care of.

This type of donation is also inflation proof because the proportion of whatever you leave will remain the same over time. This means you may not have to update your will in the future.

However, to ensure all your wishes are carried out exactly as you would want, the NSPCC recommends that you seek appropriate professional advice when writing or updating your will, ideally from a solicitor.

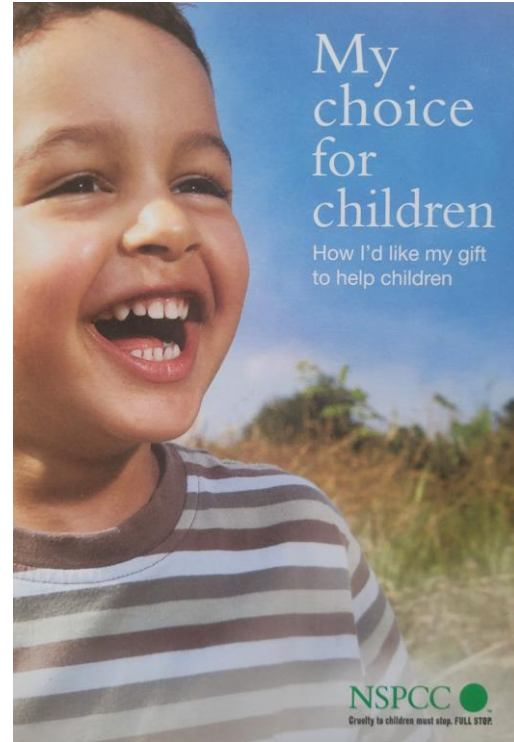
The following pages contain more information about things you may wish to consider before choosing to remember the NSPCC in your will, and where you can get further help. Our legacy charter opposite sets out what you can expect from the NSPCC, should you choose to remember our work for children with a gift in your will.

*"After your family has been looked after, a small percentage could make a real difference."*

## NSPCC legacy charter

Including the NSPCC in your will is a big decision to make, which is why we want you to feel comfortable about it. These are our commitments to you:

- 1. We will always respect your privacy. We recognise and appreciate that your will is completely personal to you.**
- 2. We also realise that, rightly, your family and loved ones will always come first.**
- 3. Because we are committed to making a difference to children, we always encourage people to leave something to the NSPCC. But we recognise that it's your decision and you need to make it in your own time.**
- 4. You can tell us that you've left a gift if you want to, and we'd love to hear, but you don't need to tell us and we won't keep asking you to.**
- 5. If you do choose to tell us, we will give you the choice about how we talk to you in the future about our work with children.**
- 6. We will give you and your family as much choice as we can about how and where your gift will be used to make a difference for children through the NSPCC.**
- 7. We will use your gift carefully and cost effectively so that it has the greatest impact for children.**
- 8. We will give you the opportunity to be connected with the work we do that is made possible by gifts like yours.**
- 9. At any time in the future, you have the absolute right to change your mind about a gift in your will to the NSPCC.**
- 10. We will handle whatever gift you leave us efficiently and also with care, sensitivity and respect.**



# My choice for children

How I'd like my gift to help children

**NSPCC**  
Creativity to children must stop. FULL STOP.





# Recap

- Look at your data.
- Look at Geographic locations.
- Collate stories. Share them.
- Connect with each supporter about gifts in wills in the smallest of ways.
- Ask families if we can share stories.
- Write commitments to your supporters. Your loyalty to them.
- Talk about impact.
- Bring in a legacy cycle (segmentation) to emphasis messaging.
- Measure all activity and record conversion rates!
- Get out there!