



Funding Fact Sheet – Legacy Fundraising

Legacy Fund Raising

We in Britain tend to 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 likes 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 change 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.Freewillsmoth.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



Funding Factsheets

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The RNLI is the charity that saves lives at sea



How to support us | In your area | Who we are | What we do | Donate now ▶



News

Find news in your region



Crowd watches Berwick-upon-Tweed rescue man from sea

A dramatic rescue took place in front of...

1 of 5

▶ More news

Latest shouts ▶

Upcoming events ▶

Who we are

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

Lifeguards



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

1 of 4

▶ Find out more

What we do

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

Sea and beach safety



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

1 of 5

▶ Find out more

Support us

The RNLI is an independent charity funded by voluntary donations. We could not save lives at sea without your support.

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

Stay informed

Keep up-to-date with our activities:

- Email updates
- RSS feeds
- Twitter
- Youtube
- Facebook
- Flickr

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



Funding Factsheets

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Search our site Search

The RNLI is the charity that saves lives at sea



How to support us

In your area

Who we are

What we do

Home > How to support us > Gifts in Wills and In Memory > Gifts in Wills >

DONATE NOW

Gifts in Wills

The work of our crews relies entirely upon the generosity of people like you.

Please consider how a gift in your Will could help save lives for years to come.

Hear from our supporters why they have chosen to support us with a gift in their Will.

Why gifts in Wills matter



After providing for your loved ones, a gift of any size can make a real difference to our volunteer crews.

[Continue >](#)

How we can help you



We can help you understand how your money could be spent and give guidance on how to leave a gift.

[Continue >](#)

Our promise to you



The decision to leave a gift to charity is a big one. In return we outline our commitment to you.

[Continue >](#)

FAQs



Answers to frequently asked questions about gifts in Wills.

[Continue >](#)

Contact us



If you have any questions please contact Mark Allwood on 01202 663032 or complete our online enquiry form.

[Continue >](#)

How to support us

[RNLI membership](#) ▶

[Make a donation](#) ▶

Gifts in Wills and In Memory ▼

[Gifts in Wills](#) ▶

[In Memory giving](#) ▶

[Forever by the Sea funds](#) ▶

[Shop with us](#) ▶

[Appeals](#) ▶

[Events](#) ▶

[Volunteer zone](#) ▶

[Other ways to support](#) ▶

ADD THIS



Funding Factsheets

CANCER RESEARCH UK *Your legacy*

Home | How legacies help | How to leave us a legacy | Further information | Legal details | About us

Site index | Contact us



- Print-friendly version
- Increase text size
- Decrease text size

[Request a legacy information pack](#)

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](#)

Shelter

The housing and homelessness charity

Your location: [England](#) / [Scotland](#)

Search Shelter...

- Get advice | What you can do | Housing issues | News & blogs | **Donate** | Shop | About us | Professional resources | Jobs | Media

Shelter England > Donate > Remember Shelter in your Will

- Donate now online
- Donate by phone or post
- Donate through your payroll
- Remember Shelter in your Will**
 - Free guide to making a Will
 - FAQs about Wills
 - Tips for wording legacies
- 'In memory' donations
- Corporate support
- Give in celebration
- Gift Aid FAQs

Remember Shelter in your Will

For more than forty years, ever since the film [Cathy Come Home](#), Shelter has been working to give everyone the right to a decent, safe and affordable home.

We have achieved much in that time. But there is a lot more to do. By leaving a gift to Shelter in your Will you can help us to build a better future for people in housing need.

Why I'm leaving a legacy to Shelter...

"I am lucky enough to own a warm, dry, light, cosy house. It is appalling that poor families and those fallen on hard times are unable to find or afford a home - disastrous for children."

Miss R Nutman, Cumbria

[Get our free Will-making guide here](#)



Rollover to see more



Related pages

- Get a free Will-making guide
- How we make a difference
- Recent achievements

Downloads

- [Codicil form](#) (PDF, 54.5 kb)
- [Valuing assets form](#) (PDF, 101.6 kb)

Get in touch

Contact **John Ashley**, our Legacy Manager

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0844 515 2062

The vital work your legacy could fund