

These strategies may help you reach a wider audience and increase the chances of supporters both writing their wills and considering leaving a gift to your charity.

1. Email Marketing Campaigns

- **Targeted Emails:** Send personalised emails to supporters highlighting the importance of making a will and the potential impact of leaving a legacy gift.
- **Newsletter Features:** Regularly feature stories of supporters who have left gifts in their wills, explaining the positive difference their bequests will make.
- **Abandoned Will Reminder Emails:** If someone starts the will-writing process but doesn't finish, customise your MaWO reminder emails through our Backend Reporting and Customisation Tool to encourage supporters to complete it.

2. Legacy Stories and Testimonials

- Share real-life stories of past donors who have left gifts in their wills, demonstrating the lasting impact of legacy giving.
- Include quotes or short video testimonials from beneficiaries or their families, showing the tangible benefits of bequests.

3. Dedicated Legacy Section on Your Website

- Create a clearly visible page on your website dedicated to legacy giving and the will-writing service. Include FAQs, an overview of the will-writing process, and a call-to-action (CTA) for users to get started.
- Add a **legacy calculator** to show the financial impact of leaving a small percentage of an estate.

4. Social Media Campaigns

- Regularly share posts about the importance of making a will and the benefits of leaving a gift to your charity.
- Use targeted ads on platforms like Facebook, Instagram, and LinkedIn to reach specific demographics, particularly older supporters or those already engaged with your cause.
- Run a video or animated explainer series that walks people through how easy and meaningful it is to include your charity in their will.

5. Webinars and Information Sessions

- Host free webinars on estate planning, emphasising the importance of writing a will and how legacy gifts help your charity.

- Invite us and other experts to join the webinars to answer questions and provide professional advice.

6. Legacy Giving Events

- Organise special events to raise awareness of legacy giving, either in person or virtually. These events could include presentations from estate planning professionals, discussions with charity leadership, or testimonies from legacy donors.

7. Legacy Giving Materials (Printed & Digital)

- **Brochures and Flyers:** Distribute these at events, include them in mailings, and offer downloadable versions on your website. Highlight how easy it is to write a will and leave a gift.
- **Legacy Packs:** Create a comprehensive “legacy giving” information pack with details on how to include the charity in a will, including the benefits for the cause.
- **Bookmarks or Postcards:** Include reminders with donation receipts or other communications.

8. Press and PR Campaigns

- Reach out to local media outlets to feature stories about legacy donors or to promote the charity's will-writing service.
- Offer interviews or thought-leadership pieces on the importance of writing a will and leaving charitable bequests.

9. Direct Mail Campaigns

- Send personalised letters to your supporters, targeting demographics, explaining the will-writing service and the impact of legacy gifts.
- Include stories of beneficiaries or examples of specific projects funded through legacy gifts.

10. "Free Will Month" Campaigns

- Offer special promotions like **Free Will Months** where supporters can use the will-writing service highlighting that it is at no cost to them.
- Use a specific call-to-action like “Make October the month to update your will”.

11. Donor Stewardship and Acknowledgement

- Reach out personally to existing donors or long-term supporters to talk about legacy giving.

- After a supporter makes a will, send **thank-you letters** or small tokens of appreciation (like certificates or exclusive charity updates) to recognise their generosity.

12. In-Memorial and Tribute Giving

- Offer a section on your website where people can create memorial funds or tributes for loved ones who have passed, while gently encouraging will-making as a part of the legacy conversation.

13. Targeted Ads

- Use Google Ads or Facebook's ad platform to run campaigns aimed at people of a certain age, income bracket, or geographical location. These ads can direct users to the online will-writing service or legacy giving resources.

14. Legacy Champion Programme

- Recruit dedicated supporters as **legacy ambassadors** to promote the will-writing service and the concept of leaving a gift in wills to your charity.

15. Utilize Milestones and Campaigns

- Tie legacy gift marketing into your **anniversary** or a **major fundraising campaign** by showing how bequests can support your future goals.
- Use phrases like "Leave a lasting legacy for the next 100 years" or "Help us secure our mission for future generations."

16. Segmented Campaigns

- Use your CRM data to segment your audience and deliver tailored messaging based on the supporter's history with the charity, age, or giving patterns.
- For example, target longtime donors with higher incomes differently than newer, younger supporters.

17. Trust and Accountability

- Provide clarity on how funds from wills will be used. Include a breakdown of your charity's impact, how you manage estate gifts, and the transparency of your financials.
- Highlight your **solicitor-checked** will-writing service, emphasising that the process is simple, safe, and professional.