

**consider**

# **THE STORY OF A LIFETIME (OR HOW TO MAKE LEGACY COMMS THAT GO DEEPER)**

October 2024

# CONSIDER'S LEGACY PARTNERS (AN INCOMPLETE LIST)



The National Brain Appeal  
Funding advances in neurology and neurosurgery

NEURO  
MUSCULAR  
BRAIN INJURY  
STROKE EPILEPSY  
BRAIN TUMOUR  
DEMENTIA PRION  
PARKINSONS  
MIGRAINE  
SPINAL  
MULTIPLE  
SCLEROSIS

**SCOPE =** Equality for disabled people



**NSPCC**



**DIABETES UK**  
KNOW DIABETES. FIGHT DIABETES.





### **3. Best Creative Partner to the Legacy Sector**

This entry highlights a meticulously crafted campaign rooted in research, offering a compelling proposition. Its simplicity is brilliance, yielding admirable results. Clients now boast a robust legacy brand, showcasing impactful partnership outcomes and sustained stewardship.

**The winner is...**

Consider Creative Ltd







**THIS IS A STORY  
ABOUT STORIES**





SEAL THE  
DEAL,  
BENNY BOY

## **MENU FOR THE DAY**

- **Our legacy storytelling framework**
  - **Exercise/breakout**
  - **Inspiration share**
    - **Q&A**



# WHY DO STORIES MATTER?





















**YOUR STORY WILL  
CREATE A RELATIONSHIP  
WITH YOUR AUDIENCE -  
AND IT WILL BE  
GROUNDED IN TRUST**





# A SIMPLE FRAMEWORK





# A SIMPLE, THREE STEP PLAN

1  
**GATHER  
INSIGHT**

2  
**BUILD  
YOUR  
STORY**

3  
**REPEAT  
REPEAT  
REPEAT**



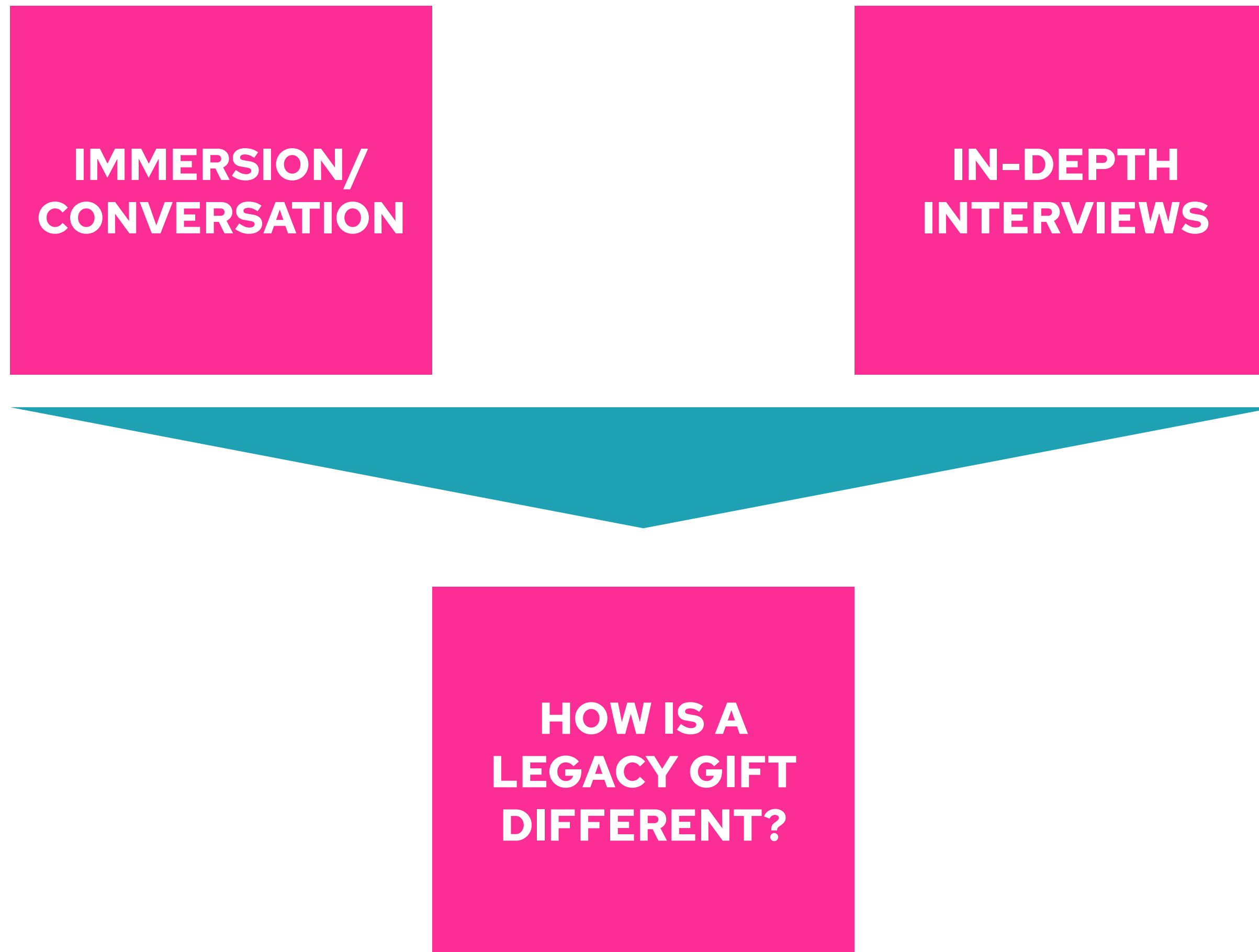


**INSIGHT**





# APPROACH TO GATHERING INSIGHT





# QUESTIONS TO ASK

- Can you tell me a little bit about yourself?
- What would you say are the values that are really important to you as a person?
- Tell me about the causes you've supported throughout your life? (Not just [cause])
  - Do you have a cause that's most important to you or your family?
  - How did [cause] come into your life? - and how do you support them?
- What do you think has changed for people with [issue] over the last 10-20 years?
  - What would you like [cause] to achieve in the next 25 years?
- What can you tell me about your decision to include a gift to [cause] in your Will?





**OR YOU COULD USE EXISTING...**

- **INSIGHT**
- **CONTACTS**
- **COMMS CHANNELS**
- **LEGACIES**





**(the power of good insight)**







**'EVERY TIME I SEE  
SOMEONE WHO'S STREET  
HOMELESS, IT'S A  
REMINDER OF HOW MY  
GENERATION HAS FAILED'**



# BUILDING YOUR STORY





**IT'S TIME TO  
GIVE PEOPLE**

**CHANGE**





## **SHELTER: GIVE PEOPLE CHANGE**

If you care about people, and you care about homelessness, walking through our towns and cities must sometimes make you feel powerless. Because you know that, for every person you see sleeping rough, there will be hundreds more, sleeping on sofas or floors, with no place to call their own.

They're all in the grip of a housing emergency. A shortage of social homes is forcing them to navigate a minefield of unsafe, unaffordable housing and the constant threat of unfair eviction.

**If you've had enough of watching government after government fail to fix this problem, then please give people change with a gift in your will to Shelter.**

Small change won't cut it anymore: we need the type of change that will define a new era. It might take a lifetime. But with the gift you leave us in your will, we can make it happen.

We know what it'll take. We've been fighting for people's right to a safe home for more than half a century. We have the expertise to show the government what needs to happen – and with your help, we'll have the power to demand they end this disgrace once and for all.

You'll help push the government to build millions of social homes, so more families can move into somewhere truly safe and secure. You'll help people who've had to survive on the streets get the keys to a place they can finally call home. You'll help us be there for every single person who is facing homelessness.

That's real change. And it starts right here.



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# LEGACY PROPOSITION TEMPLATE

- **Core audience insight**
  - **Problem**
  - **Why legacy?**
- **Reasons to believe + solution (x3)**





**REPEAT**  
**REPEAT**  
**REPEAT**





[Shelter England](#) > [Donate to Shelter](#) > Leave a gift in your will to Shelter



# Leave a gift in your will to Shelter – and give people change

We're in a housing emergency. Millions of lives are being ruined. We need change. Real change.

We need the kind of change that will define a new era – one where everyone can find a safe place to call home.

You can help make real change happen with a gift in your will to Shelter.

## How to leave a gift in your will



DOES OUR BROKEN HOUSING  
SYSTEM MAKE YOU WANT TO

**GIVE**

UP? DOES IT HURT WHEN YOU  
THINK ABOUT THE 17.5 MILLION

**PEOPLE**

IN GREAT BRITAIN BEING DENIED  
SAFE HOMES? IT'S TIME FOR REAL

**CHANGE.**



Leave a gift in your will to Shelter – and help everyone find a place to call home.

For your free guide, return  
this coupon in an envelope  
addressed to: Freepost  
RUAL-ZHYC-ZZ00, Shelter -  
Legacy Manager, 89 Old Street,  
London, EC1Y 9HU. You don't  
need a stamp.

You can also:  
Search: Shelter will  
Call: 0344 575 2062  
Email: [legacies@shelter.org.uk](mailto:legacies@shelter.org.uk)



Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Shelter and Shelter Trading Limited would like to keep you up to date on our  
work, campaigns, fundraising activities, events, volunteering opportunities  
and products and services by post. Please tick here if you would prefer not to  
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We take your privacy very seriously and will never share your details with any other  
organisation for marketing purposes. You can opt out or change your communication  
preferences at any time by contacting our supporter helpdesk on 0800 335 1234 or at  
[info@shelter.org.uk](mailto:info@shelter.org.uk). For our full privacy policy please visit: [shelter.org.uk/privacy](http://shelter.org.uk/privacy)

Registered charity in England and Wales (26370) and in Scotland (SC030227)



**A QUACKING  
GOOD FIND - AND  
REAL CHANGE.**

Our shops are full of things you won't find anywhere else - like the chance to write your will for FREE, and give people real change with a gift in your will to Shelter.



**WRITE YOUR WILL FOR FREE - SCAN THE QR CODE**

Search: **Shelter will**

Call: **0344 515 1617** or email: **legacies@shelter.org.uk**



5.6.21

© Shelter - The National Campaign for Homeless People Limited 2021.  
Registered charity in England & Wales (262760) and Scotland (SC022321)







**Shelter**

Sponsored ·



Is your will up to date? Once your loved ones are taken care of, leave a gift to Shelter – and make big change happen.



[Shelter.org/freeguide](https://shelter.org/freeguide)

**GIVE PEOPLE CHANGE**

Leave a gift in your will

[FIND OUT MORE](#)

Like

Comment

Share

This is  
**huge...**

Shelter



# A DRESS FOR THAT DO NEXT WEEK. AND **REAL** **CHANGE.**



**GIVE PEOPLE CHANGE** – with a gift in your will to Shelter Scotland.  
Get your free guide to gifts in wills today.



**GET YOUR FREE GUIDE - SCAN THE QR CODE**

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Registered with  
**FUNDRAISING  
REGULATOR**

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Registered charity in England & Wales (263716) and Scotland (SC002327).



# SUMMARY





# BREAKOUT QUESTIONS

**WHAT'S THE MOST INTERESTING THING YOU'VE EVER  
LEARNED FROM TALKING TO SUPPORTERS?**

**OR**

**WHAT ARE THE THREE QUESTIONS YOU'VE ALWAYS  
WANTED TO ASK THEM?**

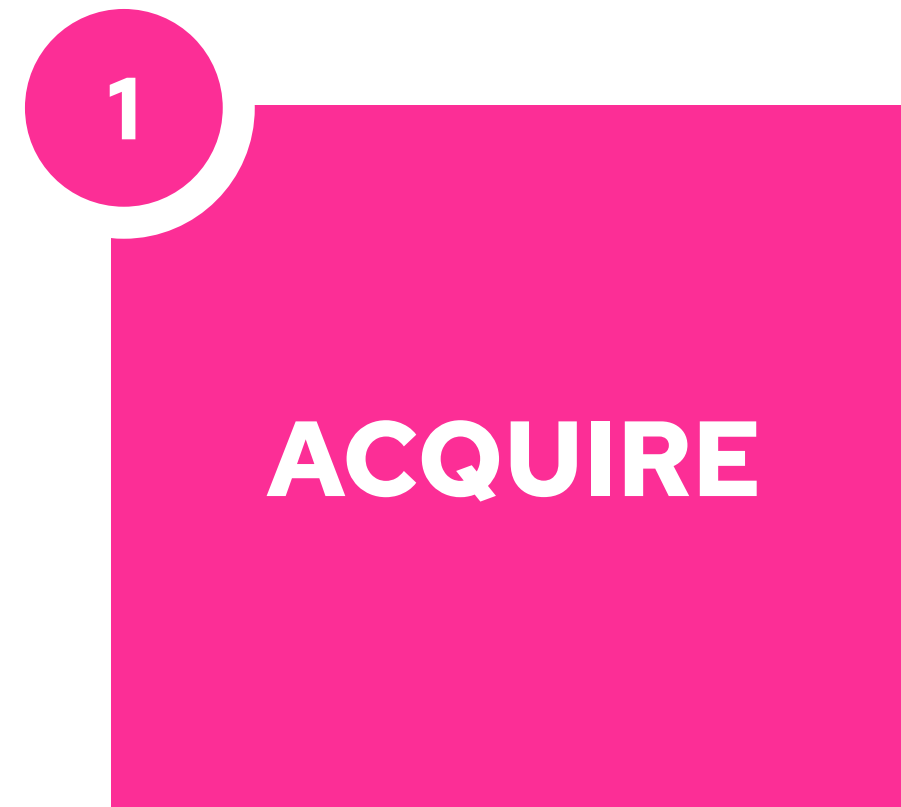


# INSPIRATION





# A SIMPLE, THREE STEP JOURNEY



**ACQUIRE**





A vintage television set with a black screen. The screen displays the text "BREAKING NEWS: TV isn't the be all and end all". The TV is light blue with a yellow vertical stripe on the left side. It has a speaker grille at the top right, a volume knob, a large circular dial, and another speaker grille at the bottom right. The background is a blurred room with a lamp, a plant, and a framed picture.

**BREAKING  
NEWS:**  
TV isn't the be all  
and end all









## **TV: GETTING THE BASICS RIGHT**

- **Pledger perspective**
  - **Crystal clarity**
- **Creates contemplation**













# HARD WORKING SOCIAL



NSPCC  
Sponsored · 🌐

For over 130 years, the NSPCC have been fighting for children. By leaving a gift in your Will, you can help give the most powerful gift: a safe and happy childhood.



**Will you give the most powerful gift?**

NSPCC.ORG.UK  
**Get your guide**  
Give a gift in your Will

LEARN MORE

👍 Like    💬 Comment    ➦ Share



## HARD WORKING SOCIAL: TIPS

- **Different types of ask**
  - **Longer copy works!**
- **Simple works even better**
  - **Test and learn**





# WARM DM





# BESPOKE VOLUNTEER COMMS

**WRITE YOUR  
WILL FOR  
FREE**



**- AND  
GIVE PEOPLE  
CHANGE.**

As staff and volunteers, you know how important real change is.  
And we can't thank you enough for helping to make it possible.  
Together, we can define a new era in social housing - and end the  
housing emergency for good.

 **WRITE YOUR WILL FOR FREE - SCAN THE QR CODE**  
Search: **Shelter will**  
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Registered charity in England & Wales (263793) and Scotland (SC032337).

 **SHELTER**

SLVPA24





# RETAIL



## A QUACKING GOOD FIND - AND REAL CHANGE.

Our shops are full of things you won't find anywhere else - like the chance to write your will for FREE, and give people real change with a gift in your will to Shelter.



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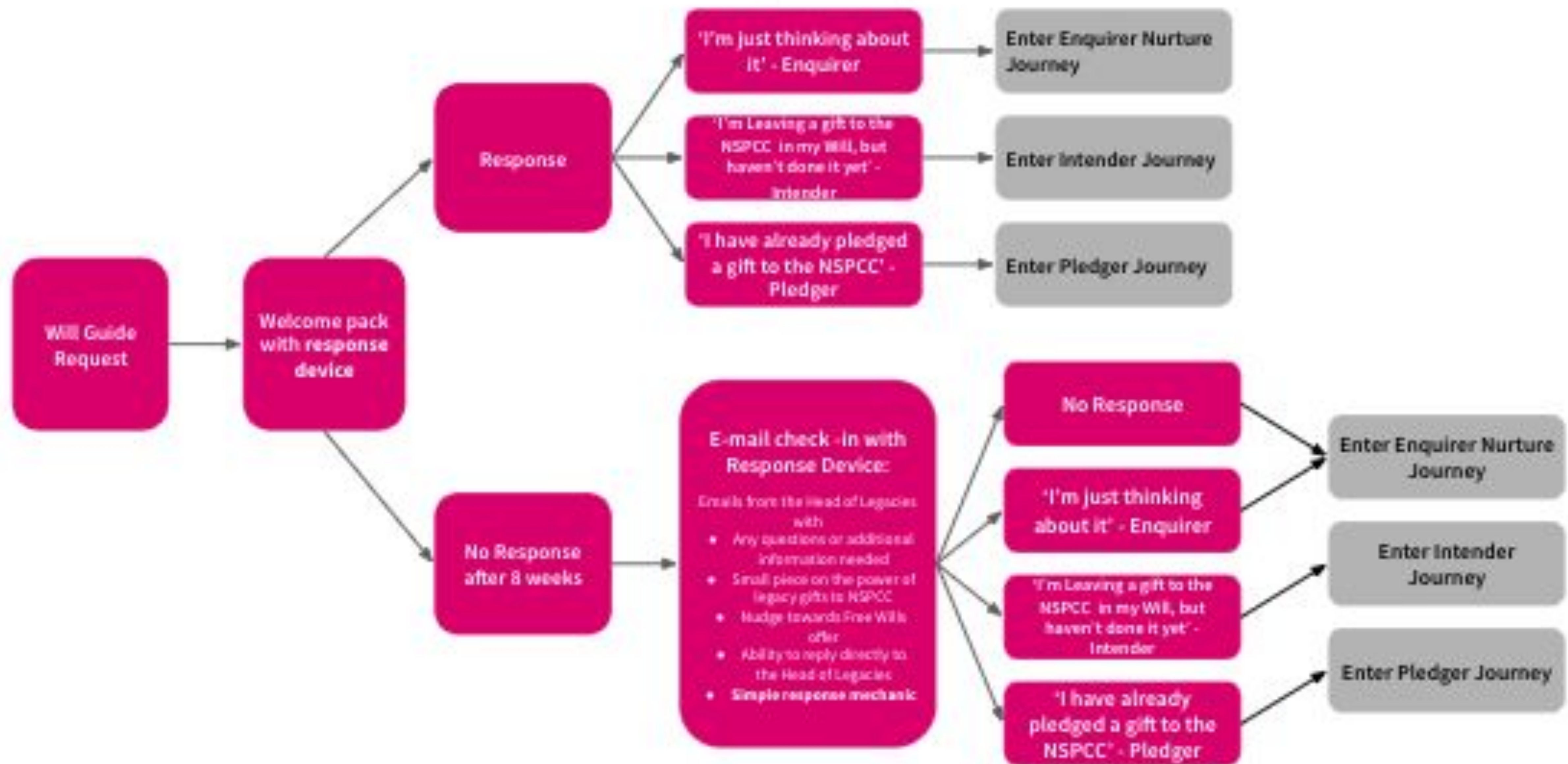


**NURTURE**





# INITIAL ENQUIRY



# YOU HAVE TWO JOBS TO DO

- **Inspire**
- **Overcome barriers**





## TOP TIPS FOR THE NURTURE JOURNEY

- **Don't overwhelm**
- **Frontload the journey**
- **Email's good - but don't rule out print**



**SECURE**





# PLEDGER ANNUAL PUBLICATION





St John Ambulance

## Take a look at the future of saving lives...

**Welcome**

Welcome to the St John Ambulance hub in West Bromwich. This is the heart of so many of our operations. Here we maintain our ambulances and make sure they've got all the lifesaving supplies our crews need - preparing them for whatever emergency they may face. Without gifts like yours made to St John, none of this would be possible. So, take a look around - and discover exactly what your donation could do.

[Explore now](#)

Meet Ollie

Ollie is a Logistics volunteer, which means he's responsible for making sure our day-to-day operations run smoothly. He provides vital support to our frontline volunteer team before, during and after emergencies - everything from replenishing first aid kits to participating in training.

St John Ambulance hub    Our new ambulance

Take a look at the future of saving lives...

**Meet the team powered by gifts in will.**

St John Ambulance hub    Our new ambulance

St John Ambulance

## Take a look at the future of saving lives...

**Step inside**

Hi, I'm Luis. I've been volunteering for St John Ambulance for eight years. I'd love to show you inside our new ambulance. Not only is it full of vital equipment, but it's more efficient, eco-friendly and less costly to run.

By leaving a gift in your Will to St John Ambulance, you'll be bringing the latest in lifesaving technology to every crowd and every corner.

[Explore now](#)    [About Luis](#)

St John Ambulance hub    Our new ambulance

MacBook Pro

**★ Powerful cushions**

Our lifting cushions have a maximum patient weight of 70 stone, meaning they work for everyone.

**70 stone**

**★ Loading system**

Lifting patients can take a toll on the body, so we need to protect our crews too. Our loading system lifts people into the ambulance, reducing strain and ensuring our crews can keep on saving lives.

**Meet Becky**

Becky is part of our emergency ambulance crew - trained and ready to respond to any emergency, including 999 calls. When someone's in trouble, she'll be right there - on the frontline - assessing patients and providing emergency, sometimes lifesaving treatment.

St John Ambulance

## Take a look at the future of saving lives...

**★ A nationwide presence**

Did you know we've been volunteering in NHS hospitals since 2020, and our work has been called the best in class?

St John Ambulance hub    Our new ambulance

MacBook Pro





# EXCLUSIVE PLEDGER EVENTS









# THANK YOU

Thank you for attending our presentation, we hope you enjoyed it!

If you have any questions about anything Ben talked about, please do get in touch!

You'll find us at:  
[joe.pindar@considercreative.co.uk](mailto:joe.pindar@considercreative.co.uk)

