

Legacy Campaigns

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Promoting Legacies in Christian Ministries

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What you wanted to cover...

- How to develop a strategy/plan
- How to communicate sensitively but effectively
- Who to ask/target
- What motivates people to leave legacies to your cause

.....and lots more besides!

What we'll cover

- Legacy facts & figures
- Biblical perspective & Distinctively Christian
- Campaigns need a wider strategy
- Case study
- Practical exercises & discussion
- Resources available

Legacy Facts & Figures

80% support charities in lifetime **67%** regularly

5% include a legacy in their Will

600,000 die pa

13% die without a Will

Average Will made 4 years prior to death

£1.2 billion pa left to charities from 29,600 estates

Residuary average £32k

Pecuniary average £3.2k

Biblical perspective?

If anyone does not provide for his relatives, especially his immediate family, he has denied his faith and is worse than an unbeliever”

1 Timothy 5:8

See that you also excel in this grace of giving”

2 Corinthians 8:7

Distinctively Christian?

- **Recognising family comes first**
- **Recognising local church comes before other charities**
- **Focus on giving not asking**
- **Don't focus on amount**
- **Motivation to give: Kingdom agenda**



Why do people leave legacies?

Why should someone leave a legacy to your organisation?

Why leave a legacy?

Have you left a legacy to any mission organisation ?

Why?

Components for a Legacy Strategy

- **Decide to be proactive**
- **Undertake research**
- **Set targets**
- **An integral part of giving**
- **Raise awareness**
- **Produce materials**
- **Brief advocates**
- **Identify known legators**
- **Specific campaigns**
- **Foster relationships**

Your Research

- Records of legacies received
- Current supporter records
- Focus groups and surveys
- One to one meetings with supporters
- Networking with other organisations

Raising awareness

What ways could you raise awareness amongst your supporters?

Do you need a Will making booklet?

Yes probably, but.....

- A booklet is not a strategy
- Its more relevant to 30/40somethings making a will for the first time
- Older supporters have already made wills: amend or add codicil



Target audience?

Who should be in your target audience?

Who could be your advocates?

Writing a letter to your supporters

What might you say?

What are you asking them to do?

Why should they do as you ask?

When might you send it?

Who would it be from?

Level of response to legacy mailing?

- Smee & Ford say 1%
- Evangelical Alliance 4%
- MAF up to 10%
- Mencap 4 to 25%

What else might you do?

Visits

In memoriam gifts

Ongoing relationship

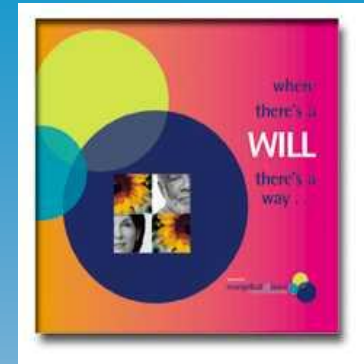
Foster Relationships

**Known legators: regular
communication**

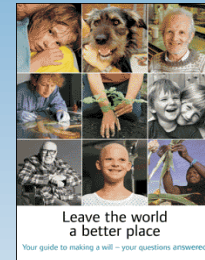
Invite to your events

Face to face meetings or visits

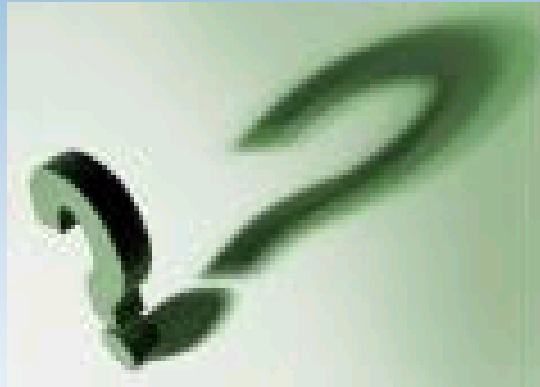
Resources.....



- “Where there's a WILL there's a way” booklet
- Legacy Marketing Group
- Legacy Promotion Campaign
- Joint legacy campaign: Bible Society etc
- Smee & Ford
- Law Society Gazette
- Books



What will you do next?



Question time

