Growing High Value Legacies

Engaging high-net-worth individuals with legacy giving

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PUBLIC

Programme proposal

Almost every legacy charity knows that large legacies can be transformational – whether that be gifts in the millions or gifts in the hundreds of thousands – these gifts can make a huge impact on the work charities can do and the services they are able to provide.

In 2022/23, gifts of over £250k accounted for 30% of income, but came from just 2% of gifts….so a very small number of legators are providing a very large amount of legacy income. With overall wealth increasing over time, and affluent boomers replacing war babies as the next generation of legators, there is the potential for charities to generate more high value legacies and grow their income.

However, this may require a shift in marketing approach. While charities are aware of the importance of high value giving, marketing to these legators is generally less well understood and marketing campaigns can tend to focus on the more mass-market low-value legacies.

High value legacies can be broadly split into two categories:

- Large gifts coming from people of 'average' wealth but leave the majority or entirety of their estate to a charity. These may be people may not consider themselves wealthy in their lifetime.
- Large gifts coming from very affluent supporters or high-net-worth individuals (HNWIs).

Each of these groups have different needs and require different approaches. When considering legators who are leaving large legacies as a result of leaving the majority of their estate to a charity, some well-established drivers may apply, for example being child free and/or single without significant people to pass their estates on to. Previous work done by Legacy Foresight focusing on boomers and child-free audiences gives good insight into how to relate to and steward this audience.

However, we know much less about more affluent, HNWIs and whilst there will be some similarities between them and general legators, we anticipate that when it comes to finances, charitable giving and legacy giving, there will be some key differences that should inform marketing and communications strategies. We know that wealthy people are more likely to leave charitable gifts and are more likely to leave large gifts, but we don't know as much about what drives this giving and how legacy giving fits in with in-life giving.

In order to target more affluent, larger legators, legacy teams will need to start thinking differently. They need to understand more about the mindset of affluent/ HNWIs and their drivers to give, as well as to understand the relationship and interaction between HNWI and professional advisors who they rely on to manage their assets and plan for the future. They also need to engage collaboratively with their philanthropy and major donor colleagues who are currently working with these major donors as part of their lifetime giving strategy.

This programme aims to explore high value legacies to:

- Understand more about major donors/ HNWIs and how legacies fit into their charitable giving strategies.
- Help gifts in wills teams develop strategies to engage high value donors in legacy giving.

Research Objectives

Through a mix of research stages we will:

- Understand more about HNWIs attitudes to legacies and how that fits into their current philanthropy
- Understand more about major donor fundraisers' attitudes to including gifts in wills in their conversations
- Explore the different vehicles of giving major donor fundraisers use and where they see gifts in wills sitting within those options
- Identify the best ways to talk about and engage with major donors about legacy giving

Research Approach

This programme aims to uncover insights around working with major donors and HNWIs to help charities better communicate, collaborate, steward and interact with them around legacy giving.

We will explore their wants and needs when it comes to giving in lifetime and beyond, the motivations and drivers behind their decisions and how they are currently engaging with charities and major donor fundraisers.

We will explore major donor fundraisers' attitudes to legacies and where legacies fit in their conversations with donors. We will look at the new strategies being used to facilitate donations (e.g. blended giving, relationship between legacies and trusts etc) and we will explore different ways legacy and major donor fundraisers can engage with and position gifts in wills for this audience in the future.

We aim to uncover new opportunities for charities to target affluent/ HNWIs and outline tangible ways for charities to put learnings into practice.

Desk Research

To set the context and background to the project, we will carry out desk research to bring together everything already known about high value legacies and the overlap between major donor fundraising and gifts in wills, as well as how professional advisors are currently working with HNWIs in the context of legacies.

We will also highlight any evidence from published research around the relationship between major donor giving in life and giving in death.

Members survey

Our members survey will be used to gain insight into what consortium charities are currently doing around high value legacies and how legacy and major donor/ philanthropy teams are currently working together and with their major donors to promote large legacy giving.

Case Studies

Case studies will be used to facilitate knowledge and best practice sharing. We will spotlight on charities already focusing on major donors for legacies and showcase examples of how charities are approaching and stewarding HNWIs and large legacy pledgers.

Stakeholder research

Through depth interviews we will dig deeper to enhance our understanding of our key audiences and where and how gifts in wills fits into the wider philanthropic conversations.

Interviews with major donor fundraisers

- To understand more about major donor fundraisers and how they work with donors:
  - Attitudes to legacies and where legacy conversations fit in to their general conversations with donors.
  - How they are currently talking about legacies with their donors and experiences associated with those conversations.
  - Whether/ how they interact with professional advisors/ intermediaries alongside their donors.
  - How major donor fundraising is evolving and the types of vehicles for giving they offer supporters. Within this we will explore whether the US vehicle of blended giving is becoming more common? How is it positioned and discussed with major donors? Where trusts, foundations and donor advised funds fit in and how they interact with/ overlap with gifts in wills?

Interviews with major donors (**to be recruited via consortium charities**)

- To enhance our current understanding of major donors, their attitudes to legacy giving/ gifts in wills and where they currently fit into their philanthropic journey and philanthropic conversations.
  - We aim to speak to major donors who are involved in charities from a range of cause areas/ sizes.

Interviews with professionals (e.g. IFAs, wealth managers, lawyers)

- To complete our understanding of the HNWIs audience we will speak to some professionals who work closely with major donors advising them on their philanthropic strategies.

Outputs

- Insight into these key audiences and strategy starting points to help member charities put the learnings and recommendations into practice and develop relationships with these key audiences.
- Learnings to feed into communications around language and messaging.
- Learnings around how to approach legacy discussions with HNWIs for legacy/ major donor/ individual giving fundraisers and how to move HNWIs along the journey.
- An understanding of the giving vehicles available to HNWIs and how these can be incorporated into conversations around giving.
- Learnings to help major donor fundraisers and legacy teams work better together.

- Two virtual workshops – at the beginning and end of the programme to share learnings and discuss issues raised.
- An executive summary of the programme.

Project Timeline

This programme will run between June and December 2024.

Project Management

We will recruit a steering group to provide feedback and suggestions on the work as it develops, assuring the quality of outputs on behalf of the consortium, and to agree on the final dissemination of findings.

The steering group will meet virtually at the beginning and end of the programme.

Being part of the steering group provides a unique opportunity to help shape the research and work closely with representatives from other charities. If you would like to join the group, please let Claire Truswell (claire.truswell@legacyfutures.com) know when you confirm your project membership.

Cost

The cost per organisation to join the programme is based on your charity's average legacy income, from the previous 3 financial years, drawn from Charity Commission data:

Over £3m: £3,300+VAT

Under £3m: £2,200+VAT

The standard invoice date will be **Monday 10th June 2024.** Please get in touch with Claire Truswell (claire.truswell@legacyfutures.com) if you would like to discuss alternative invoice dates.

Next steps

If you would like to join the consortium, the deadline to sign up is **Friday 7th June 2024.**

Please contact Claire Truswell (claire.truswell@legacyfutures.com) to sign up for the programme.

Legacy Futures

Legacy Futures is a specialist group of gifts in wills and in-memory giving consultancies, helping over 200 charities worldwide to harness the transformative power of legacy giving.

legacyfutures.com | @talkinglegacies

Legacy Foresight

Legacy Foresight are legacy and in memory insight specialists. Best known for their market forecasts and research projects, often working with consortiums of charities who join forces to gain greater insight into specific areas of the Legacy and In-Memory markets.

legacyforesight.co.uk

Legacy Voice

Legacy Voice is a consultancy that helps charities improve their legacy marketing strategies and develop effective communications. Legacy Voice works with charities large and small, UK and international; turning research and insight into deliverable solutions.

legacyvoice.co.uk

Legacy Link

Legacy Link works with over 100 charities each month, supporting them through the whole estate administration process. With a bank of over 30 expert consultants Legacy Link helps to maximise the gifts left to a charity, adding value each step of the way.

legacy-link.co.uk

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**Legacy Futures reserves the right to make changes to this programme outline, and delivery of the programme is subject to a minimum number of charity members.