

GIFT IN WILLS TOP TIPS



WHAT TO DO

HOW TO DO IT

WHY IT'S IMPORTANT

Legacy promotion in your parish:

Use our parish gifts in wills pack and get a copy of the National church free PCC Legacies toolkit on our website.

Mention gifts in wills alongside other types of giving: PGS, digital giving, plate giving, time and talents.
Gift days and harvest festival could be key times.

Gifts in wills promotion takes time to yield results. Usually, someone needs to see gifts in wills messaging multiple times before acting, so investing in it is a long-term commitment.

Foster a legacy culture:

Don't let talking about gifts in wills become taboo, make it part of your generous church culture.

Create as easy an environment as possible for securing gifts in wills. Make information easily available on ACNY, website, in the church and in newsletters/parish magazines.

It's part of living a generous life. People may not know they can leave a gift in their will to their church or how to do it. You need to show need and impact and the relevance of their donation.

Generate awareness:

The more you make it normal, the more people will recognise it's just another way to give.

- Find customised literature at www.cpo.org.uk/cph
- Posters/Bookmarks to giveaway
 - Leaflets –with good news stories
 - Celebrate legacies at particular times of the year
 - Add gifts in wills in your emails perhaps as a footer
 - Add to ACNY, website, Facebook

Inspire trust by sharing good news stories of what previous gifts in wills have achieved in your parish and how future gifts could help.
Make information easily accessible and available both for your congregation, visitors and on online platforms.

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Provide appropriate information and support about gifts in wills. Adopt a formal parish gifts in wills policy and display it.

- Display your gifts in wills Promise prominently
- Provide a named individual in your parish which is clearly advertised on all platforms.

It demonstrates trust:
Enables pastoral discussions about gifts or about the practical process of leaving a gift to your parish.

Keep saying thank you in many ways. Effective stewarding is massively important, not just with potential legators but their families as well.

Write thank you letters to all those who have made a pledge to leave the church a gift in their will. Look after the families and legators (both are important). Invite their families to special events after the money has been received.

The Anglican Giving Survey showed that people appreciate being thanked. It's a way of staying connected to legators and families so that they feel part of your church.

Share legators' stories communicating why they wanted to leave a gift and what a difference it has made.

Make sure you have your legators consent before you share any details about them in leaflets, newsletters, and on social media. Share what a difference a gift in will can make.

Aim to inspire others to think about leaving a gift and build trust that your church has long-term plans and is seeking to have a real and lasting impact in your community.

Preach about the importance of making a will. Explain why people give and that gifts of all sizes are welcome.

Enlist the help of your clergy. Highlight how legacy giving enables people to leave a lasting impression on the world.

Explain the theology of generosity and giving. It's not about the size of gift but about the giving and the impact it can have.