



# The Certificate in Fundraising for Self Help & Support Groups

## Module 2 Positive Legacy Promotion

Go to the Lesson discussion board, & complete 1 of the following statements that apply to your group

In the future we will use legacies to.....  
A. Be the best at..  
B. Provide more..  
C. Expand services to..

If a fundraiser's favourite subject isn't legacies, it certainly should be.

This area of fundraising can yield enormous sums of money if approached positively, tactfully and openly.






Some 70% of income to the national cancer charities are realised from bequests. In the recent released figures from the Cancer Research UK, legacies represent 70% their total income of over £70 million per annum, with just three people administering the whole legacy programme.

Since 1995 the Christie Hospital has raised £13 million through legacies, thanks to a positive legacy promotion campaign.

A somewhat worrying trend, however, is a projected decrease in bequests to charity as more people make provision for their old age through falls in pension values. Nevertheless, with billions of pounds left to charity each year, we have to put a major effort into potential legacy income.

Some legacies will be received without promotion but a proactive approach, can guarantee sizeable income for decades to come. Research suggests you can expect an average latent period of between three and four years will follow a positive legacy promotion.

### Steps to introduce a positive legacy campaign

-  Create literature
-  Identify opportunities to suggest legacies
-  Identify donors
-  Manage donor info
-  Contact donors