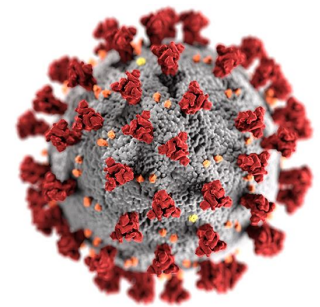


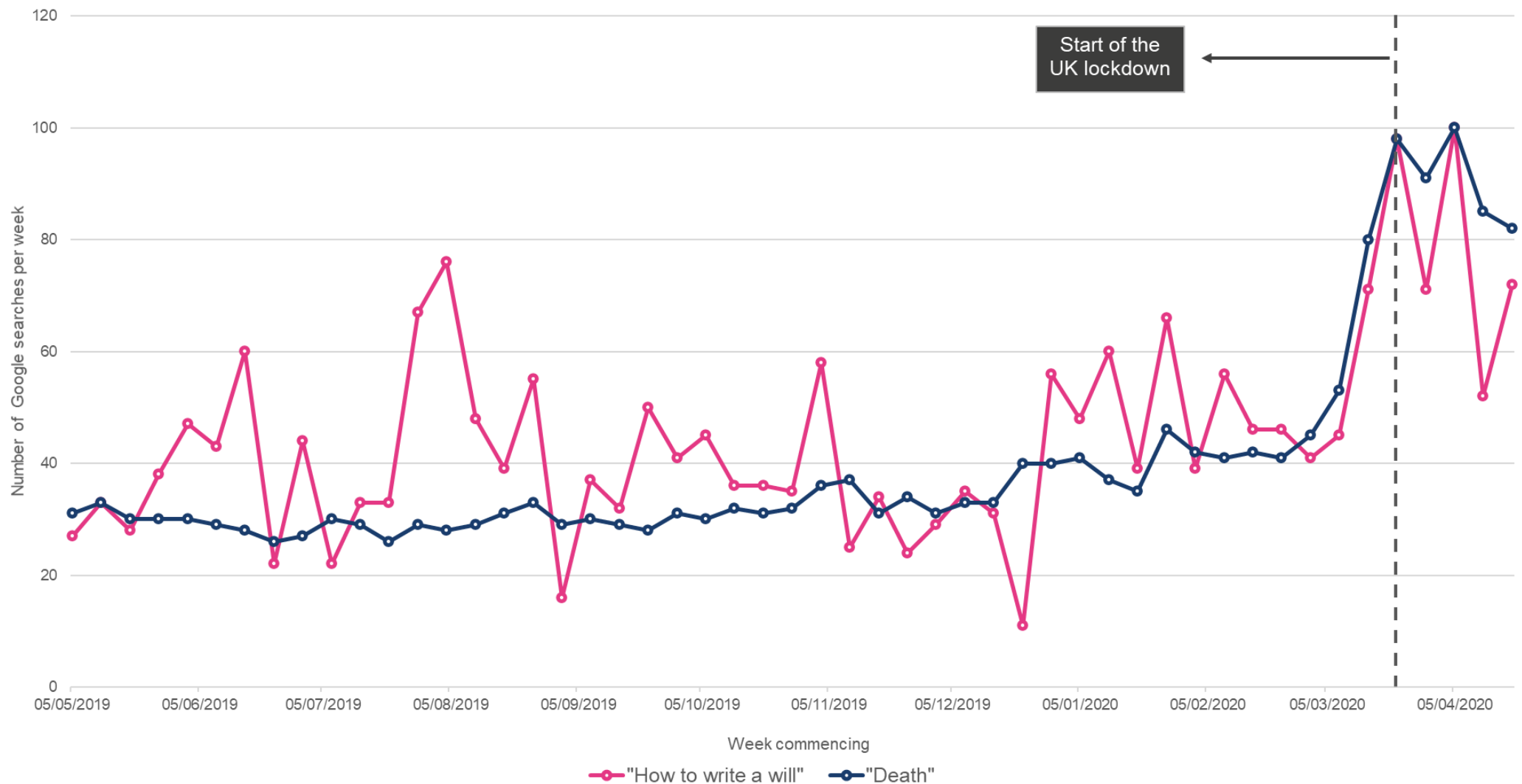
Legacy fundraising during a pandemic

What is the public's view now about legacy fundraising?

May 2020



Legacies and dying – google searches



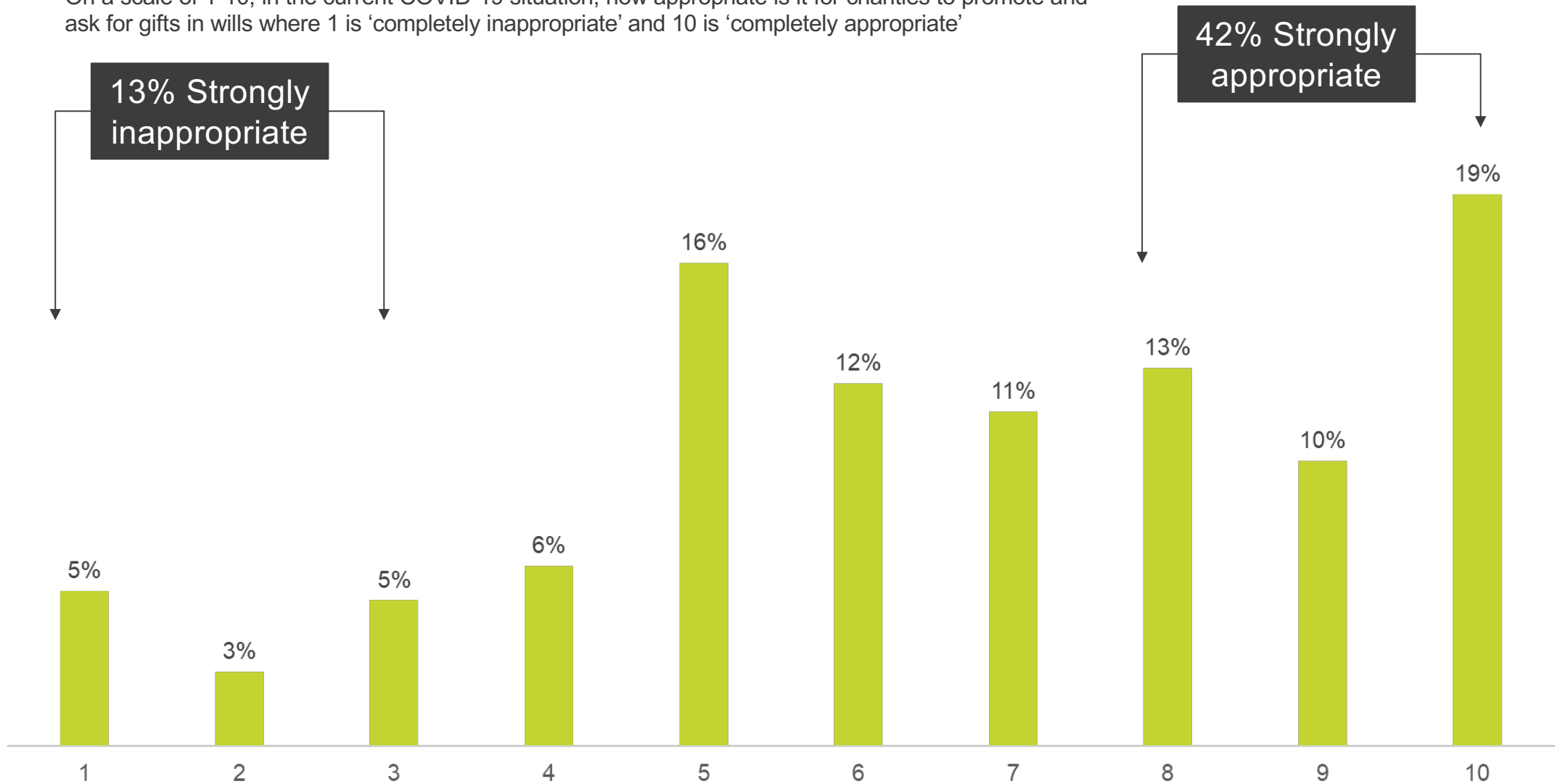
Umbrellas and rain

- **Demand**: When it rains demand for umbrellas increase.
- **Temporary** : Rain is temporary so we need to move quickly.
- **Targeting** : It doesn't matter that some already own an umbrella.
- **Brand damage** : Your advertising might irritate those who are already wet.
- **Responsibility** : Directors of Umbrella Ltd. have a responsibility to shareholders to deliver profit



How appropriate to ask for wills at this time

On a scale of 1-10, in the current COVID-19 situation, how appropriate is it for charities to promote and ask for gifts in wills where 1 is 'completely inappropriate' and 10 is 'completely appropriate'



How appropriate to ask for wills at this time

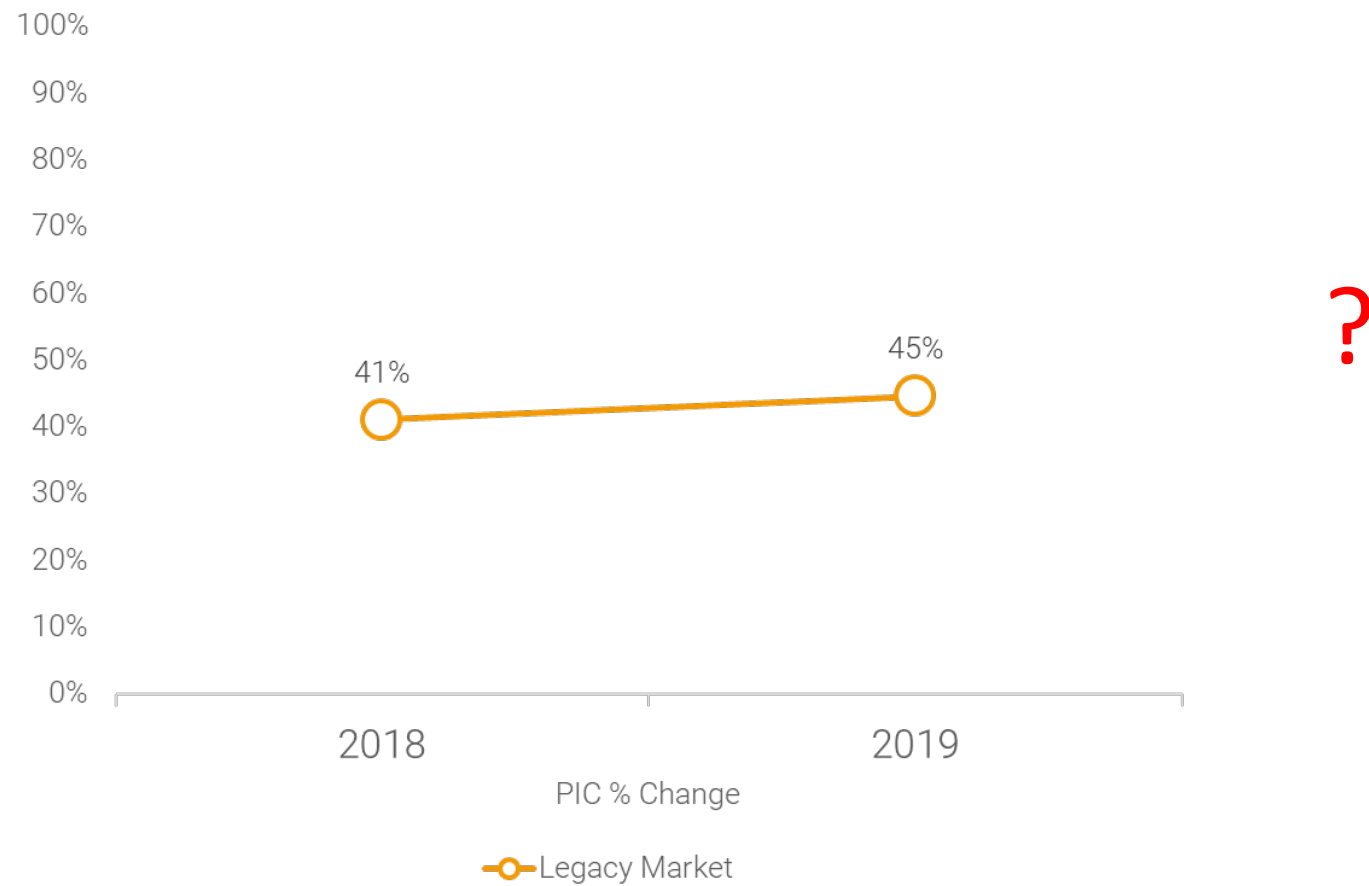
On a scale of 1-10, in the current COVID-19 situation, how appropriate is it for charities to promote and ask for gifts in wills where 1 is 'completely inappropriate' and 10 is 'completely appropriate'



51+ age group only



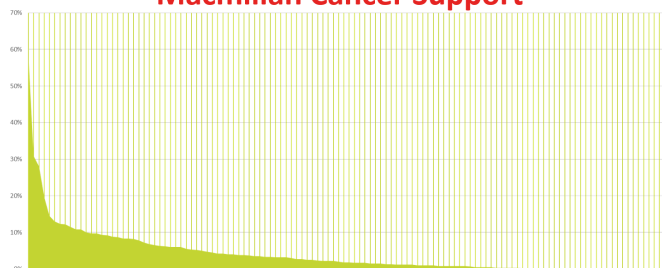
Change in legacy consideration 2018-2019



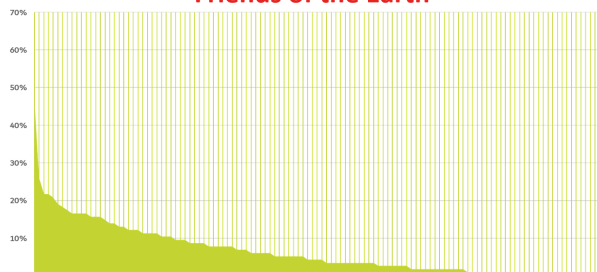
Unique Competitor Set (UCS)



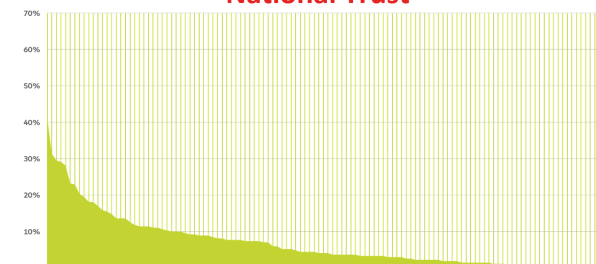
Macmillan Cancer Support



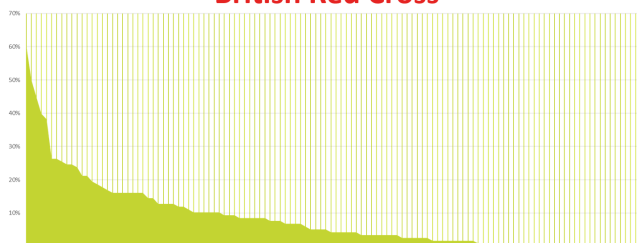
Friends of the Earth



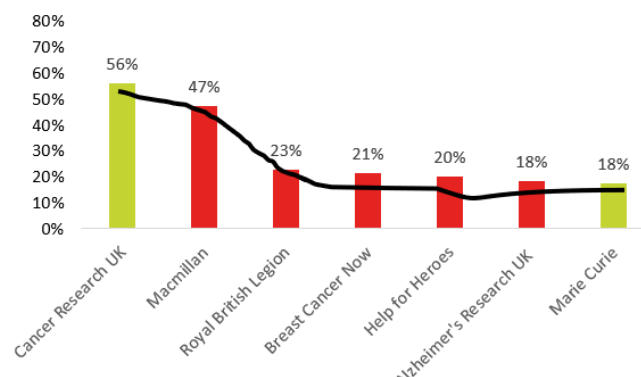
National Trust



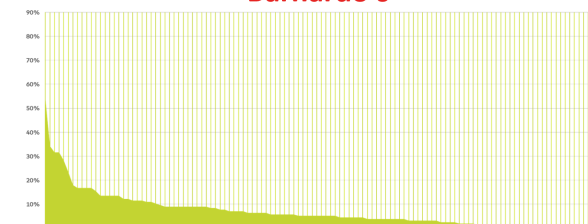
British Red Cross



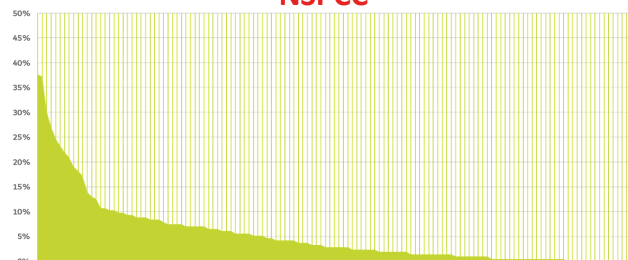
Competitive overlap : Charity A



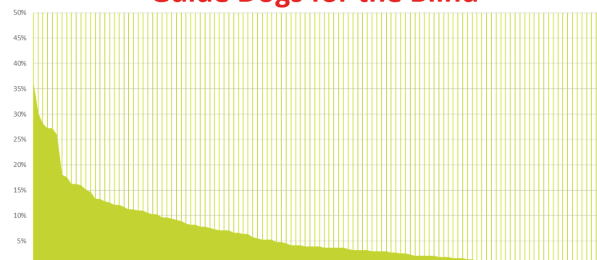
Barnardo's



NSPCC



Guide Dogs for the Blind



Help For Heroes

