

# Include a Charity Week

## 2023 Campaign Kit

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Include a Charity Week  
returns September 4th-10th.



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# Introduction

Include a Charity Week is a social change initiative which promotes legacy giving and encourages Australians to pledge a gift in their will.

Spearheaded by the Fundraising Institute of Australia, the campaign is aligned with international legacy weeks around the world and has a phenomenal impact on charities, non-profits and the causes they work so hard to support.

Last year, an estimated **\$11.1 million** was pledged via Gathered Here during Include a Charity Week, almost double the amount pledged the week prior.

Hundreds of charities and non-profits get involved every year. You can too.

This kit is packed with resources to help you run a simple, effective and affordable campaign for Include a Charity Week.

It's one of the biggest fundraising opportunities of the year. Don't miss out.

# Include a Charity Week Tips

Include a Charity Week is a big opportunity to discuss death bequests with your supporter base. Yes, it can feel a little awkward, but when there's a national campaign encouraging the conversation, the question feels more natural. It is more natural.

Take a look at our top tips for Include a Charity Week, to make sure you get the most out of it!

## 1 Don't be shy.

Asking supporters to leave a gift in their will can feel awkward or invasive. But our research shows they don't mind.

We found that when people wrote a will through our platform, those who arrived via a charity campaign were far more likely to donate. 60% of them included a charity gift in their will, compared to 18% who arrived via our homepage.

This shows that supporters are overwhelmingly receptive to the idea of leaving a gift in their will - they just need the tools to be able to do it!

Plus, leaving a gift in a will means the supporter feels no financial impact right now, but they still get to feel good about supporting their favourite cause.

## 2 Seriously, don't be shy

One EDM is great but a multi-part series is even better.

Our research found that a two-part EDM series delivered over one week increases the number of bequests by 110% when compared to a standalone EDM.

We recommend following up with a third email, sent to everyone who opened either the first, second, or both emails.

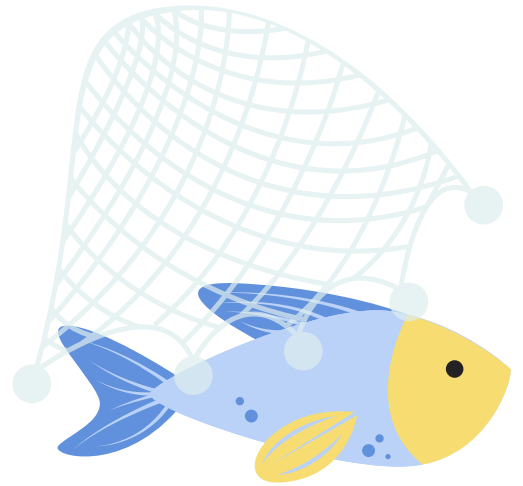


### 3 Cast a wide net...

Reach out to as many supporters as possible. The more supporters you reach, the more gifts you'll see.

In the past, many bequest strategies have been focused on higher net worth individuals but you might be surprised at who turns out to be your most generous givers.

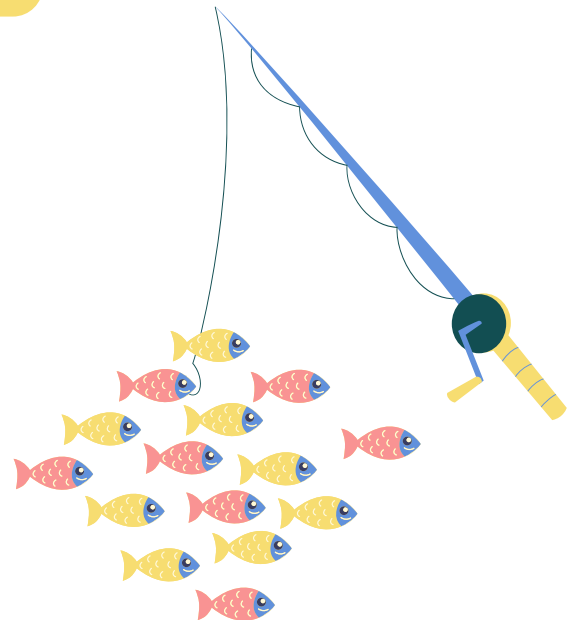
For example, a number of our charity partners have seen notable success with lapsed donors.



### 4 ...or lots of small ones

For some charities, casting a wide net might work perfectly. But depending on your supporter base, you might want to segment your audience and send targeted EDMs.

If you have the capacity, you might want to create different messaging for young supporters, older supporters, lapsed supporters, engaged supporters... the list goes on.



## 5 Add buttons

Instead of embedding hyperlinks, add buttons to your EDM or newsletter. They typically get a much higher click-through rate.

Don't just wait until the end of your email either, multiple buttons throughout the email

means more prompts to start writing a will.

The more people you get writing wills, the more gifts you'll receive, and the more income will be generated from your bequest campaign.

## 6 Create a unique tracking link

Create a unique tracking link within the Gathered Here Gifts in Wills Management Platform (GMP) so you can track the success of your Include a Charity Week campaign.

You'll be able to see donor demographics, individual gifts and even messages from your supporters.

If you'd like access to the GMP, get in touch with our partnerships team for more information.

[success@gatheredhere.com.au](mailto:success@gatheredhere.com.au)



If you have any specific questions, we're here to help.  
Contact us: [Success@GatheredHere.com.au](mailto:Success@GatheredHere.com.au)

# Include a Charity Week EDMs

EDMs are by far the most effective way to reach your supporters and encourage them to pledge gifts in wills.

We suggest sending out a three-part email series over three weeks, to the largest number of supporters possible. This way, you'll see higher engagement and hopefully more gifts in wills!

To assist your marketing team, we've created templates that you can use as a guide when writing your own emails.

These templates cover EDMs to supporters, lapsed donors, staff and volunteers, and to pass on to your corporate partners, if you have them.

Feel free to copy and paste the entire template or sections of it - just make sure to update the custom sections to suit your specific cause and organisation.

In our experience, we've emails scheduled for Monday afternoon, between 2pm and 4pm, perform particularly well.

We also recommend adding images to your emails. Avoid images that show will-writing and stick to cause-related images instead.



# For supporters

☆ Children First

**Create a life-changing legacy with a free online will**

☆ Protect the Planet

**Even everyday Aussies can change the world - write your free will today**

☆ Women's Network

**Want to leave a legacy for future generations?**

EMAIL 1 OF 3



To: 

Subject: **Create a life-changing legacy with a free online will**

Hi [NAME],

Have you ever wanted to create a life-changing legacy?

That's the question everyone's asking right now as Include a Charity Week returns on September 4th.

Include a Charity Week is a social change campaign to raise awareness of legacy giving - that is, pledging a gift to charity in your will.

**Start Your Free Will Now**

Writing a will is important at any age. If you die without one, your loved ones could find themselves with extra stress, confusion and legal costs.

A simple will can take less than 10 minutes to complete but it could make the world of difference to the people you leave behind.

You also have the ability to include a gift to the causes you care about. Gifts in wills have a phenomenal impact on charities all around the world. Without them, many wouldn't be able to keep their doors open, let alone do the amazing work that changes lives, improves communities, and protects the planet.

For us at [CHARITY NAME], the gifts we've received from supporter estates have helped us [CHARITY ACHIEVEMENTS].

So, would you consider leaving a gift to a charity in your will?

Not only could your bequest help [CHARITY GOALS], but you can also create a legacy which lasts well into the future - without incurring any financial costs during your lifetime.

If you want to learn more about including a gift to [CHARITY NAME] in your will, you can contact our fundraising team directly on [INFO] or visit our website.

We've also partnered with Gathered Here, Australia's most-trusted end-of-life services provider, to offer our supporters a free online will with unlimited updates.

**Start Writing Your Will For Free**

Whether you decide to include a charity in your will or not, we'd like to thank you again for your support. We couldn't do it without you.

Sincerely,



**Head of Fundraising/GiW Manager/CEO**



☆ Children First

**Create a life-changing legacy with a free online will**

☆ Protect the Planet

**Even everyday Aussies can change the world - write your free will today**

☆ Women's Network

**Want to leave a legacy for future generations?**

EMAIL 2 OF 3



To:



**Subject: There's still time to get involved - write your free will today**

Hi [NAME],

There's still time to get involved with Include a Charity Week!

We emailed you recently letting you know that Include a Charity Week had returned and we've already had such an amazing, humbling response.

When our supporters pledge gifts to us, we're able to plan for the future. We can be ambitious with our goals and we can future proof all of the work we've done to [CHARITY MISSION].

Even a gift of just 1% of your estate could help us [TANGIBLE CHARITY GOALS].

[Start Your Free Will Now](#)

If you're one of the millions of Australians who are considering leaving a gift in their will, but haven't quite got around to it yet, here's your sign to do it.

Writing a will is important no matter how old you are or how much money you have. In addition to creating a lasting legacy, you can give your belongings to the people who treasure them, you can nominate guardians for pets and children, and you can confirm your funeral wishes.

[Start Writing Your Will For Free](#)

To learn more about including a gift to [CHARITY NAME] in your will, you can contact our fundraising team directly on [INFO] or visit our website.

We've also partnered with Gathered Here, Australia's most-trusted end-of-life services provider, to offer our supporters a free online will with unlimited updates.

Thank you again for your ongoing support.

Sincerely,



**CEO/GiW Manager**

☆ Children First

**There's still time to claim your free online will**

☆ Protect the Planet

**There's still time to take part in Include a Charity Week**

☆ Women's Network

**Want to leave a legacy for future generations?**

EMAIL 3 OF 3



To:



**Subject: There's still time to get involved - write your free will today**

Hi [NAME],

I wrote to you recently letting you know about Include a Charity Week, a social change campaign which encourages Australians to include a charitable gift in their will.

Every year, thousands of generous Australians take part and tens of millions of dollars are pledged to worthy causes.

These pledges make a phenomenal difference to people, animals and environments all over the world. At [NFP NAME] specifically, they have helped us [THREE NFP ACHIEVEMENTS].

There's still time for you to get involved too.

[Pledge a Gift Today](#)

Pledging a gift in your will has never been easier. Our partnership with Gathered Here, Australia's most trusted online will platform, lets you write a will for free in as little as 10 minutes.

You can also claim free and unlimited updates for life, so your will can change as many times as you like, without incurring any cost whatsoever.

There's no obligation to include a gift in your will. It's entirely up to you and you can still write a will via Gathered Here regardless.

However, if you do choose to include a gift to [NFP NAME] in your will, you will be helping [NFP GOALS].

[Write Your Free Online Will Now](#)

Whatever you choose to do, I'd like to thank you for the support you already offer [NFP NAME]. Without you, and the support of people like you, we wouldn't be able to [NFP SERVICES].

Gratefully,



CEO/GiW Manager

# For lapsed donors

Children First

**Will you pledge a gift to Children First in your will?**

Protect the Planet

**Inside: A different way to protect the planet**

Women's Network

**Claim your free online will today**

New message



To:



**Subject: There's still time to get involved - write your free will today**

Hi [NAME],

As a supporter of [NFP NAME], you've made a valuable contribution to the [NFP MISSIONS] and demonstrated your commitment to [NFP CAUSE].

Your generosity has helped us [NFP ACCOMPLISHMENTS]. Thank you.

Of course, we understand circumstances change and regular donations aren't always possible. However, I wanted to get in touch as we approach Include a Charity Week to let you know about an alternative way of giving.

**Pledging a Gift in Your Will**

Include a Charity Week is a social change campaign which encourages Australians to consider pledging a charitable gift in their will. This year, it takes place from September 4th-10th.

During this time, thousands of Australians will take part and tens of millions of dollars will be pledged to worthy causes across the country. Will you join in?

You can write an online will for free via our trusted partner, Gathered Here. You can also claim free and unlimited updates for life. While it's not essential, we'd be incredibly grateful if you decided to include a gift to [NFP NAME] in your will.

**Write Your Free Online Will Today**

This type of giving is hugely impactful for Australian charities and nonprofits. At [NFP NAME], gifts in wills have helped us [NFP ACCOMPLISHMENTS].

Pledging a gift in your will is also a way to support the causes you care about, without feeling any financial impact during your lifetime.

Even a gift of just 1% of your estate could [TANGIBLE IMPACT ON CAUSE BENEFICIARIES].

**Pledge a Gift Today**

Whether you choose to pledge a gift to [NFP NAME] or not, I wanted to thank you once again for your interest and support.

Have a wonderful day,



**CEO/GiW Manager**

# For staff and volunteers

☆ Children First

**Create a life-changing legacy with a free online will**

☆ Protect the Planet

**Even everyday Aussies can change the world - write your free will today**

☆ Women's Network

**Want to leave a legacy for future generations?**

New message



To:



**Subject: There's still time to get involved - write your free will today**

Hi [FIRST NAME],

As we approach Include a Charity Week, we are working hard to educate our supporters and the Australian public about the importance of writing a will.

In doing so, we've realised many of our own employees and volunteers don't have an accurate or up-to-date will.

I'd like to take this opportunity to remind you that, a member of the [ORGANISATION NAME] team, you can absolutely take advantage of our partnership with Gathered Here and claim a free online will today.

**Claim Your Free Online Will**

Writing a will is one of the most important things you can do for your loved ones.

Not only will it reduce financial and emotional stress for them, but it also ensures your assets go where you want them to, so the people you love are well looked after.

A free will from Gathered Here also gives you the opportunity to appoint guardians for your children or pets, and lets you share your final wishes.

**Start Writing Your Will**

Writing a will also makes it easy to pledge a gift to a cause you care about, without feeling any financial impact up-front.

As you may be aware, gifts in wills play an important role in supporting our organisation. They help us [ORGANISATION MISSION] and [ORGANISATION GOALS] now and into the future.

If you'd like to support [ORGANISATION NAME], you'll join the thousands of generous Australians who are protecting and working for future generations.

Of course, there is no obligation or expectation to pledge a gift in your will. You can still write a free online will regardless and I encourage you to do so.

I'm grateful for the contribution you already make to our cause and wish you well,

Kindest regards,



CEO Name

# For corporate partners

☆ Children First

**Create a life-changing legacy with a free online will**

☆ Protect the Planet

**Even everyday Aussies can change the world - write your free will today**

☆ Women's Network

**Want to leave a legacy for future generations?**

New message



To:



**Subject: There's still time to get involved - write your free will today**

Hi [FIRST NAME],

As you may be aware [PARTNER NAME] has a long-standing partnership with [NFP name], [NFP description].

By [NFP MISSION AND GOALS], this partnership reflects our values of [PARTNER VALUES].

From September 4th to September 10th, [NFP NAME] will be taking part in Include a Charity Week, a social change initiative to encourage more Australians to pledge a gift in their will.

As part of this campaign, all [PARTNER NAME] team members can claim a free online will from Gathered Here, Australia's most trusted online will platform.

**Claim Your Free Online Will**

Writing a will is one of the most important things you can do for your loved ones. It can provide clarity in a stressful and uncertain time. It can provide financial support to those closest to you. It can ensure your hard-earned assets go exactly where you intend them to.

And, if you choose to pledge a gift in your will, you can support a cause that's close to your heart and create a legacy that lives on well into the future.

There's no obligation to support [NFP NAME] or any charity at all. But, I implore you all to consider writing a will if you don't yet have one.

**Start Writing Your Will**

As always, thank you all for your hard work, [PARTNER SIGN-OFF].

Kindest regards,



**CEO Name**

# Include a Charity Week **Socials**

Social media posts help promote Include a Charity Week and raise awareness of gifts in wills among your supporter base. However, we have seen limited success with paid social media promotions, so we recommend sticking to organic posts.

To make things a little easier for your marketing team, we've created some example copy that can be used across social media platforms. Feel free to use, edit or update these however you see fit!

Post on Facebook



**Charity Name**

Anyone ▼

## Write your free will today

This week, we're celebrating Include a Charity Week, which is all about encouraging more Australians to pledge charitable gifts in their wills.

Gifts in wills make a phenomenal difference to our mission at [CHARITY NAME]. The gifts we've received via wills have helped us [CHARITY ACCOMPLISHMENTS.]

They're also a way to further support [BENEFICIARIES OF CHARITY] without feeling any financial impact in your lifetime. So, this Include a Charity Week, will you make the change?

For more information on changing your will to include a charity, you can visit our website, speak to our fundraising team directly, or claim your free will here.

We recommend adding a relevant cause-related image to your post to maximise the engagement with your post

Add to your post



Post Now



Charity Name

Anyone ▼

## Write your free will today

It's back! Include a Charity Week has returned once again so we're asking the big question.

Will you include a charity in your will?

One of the most powerful ways you can support [CHARITY CAUSE] is by leaving a gift in your will. Your wealth won't be impacted during your lifetime, but you can create a lasting legacy by dedicating a portion of your estate to helping [CHARITY CAUSE].

To learn more about including a charity in your will, head over to our website, contact our fundraising team, or start writing your free will here.

We recommend adding a relevant cause-related image to your post to maximise the engagement with your post

Add to your post



Post Now





Charity Name

Anyone ▼

## We have an awkward question to ask...

We're taking part in the social change campaign called Include a Charity Week. Include a Charity Week is all about asking an awkward question to friends, family, colleagues - anyone who will listen. So here goes...

Will you include a charity in your will?

Gifts in wills help charities all over the world. At [CHARITY NAME], the gifts we've received through wills have helped us [CHARITY ACCOMPLISHMENTS].

If you'd like to know more about leaving a charity gift in your will, you can visit our website, contact our fundraising team directly, or start writing your free online will here.

We recommend adding a relevant cause-related image to your post to maximise the engagement with your post

Add to your post



Post Now





# Postcards

Premium only

Do you have any direct mail initiatives or in-person events happening over the next few months? If so, consider including printed postcards that promote free online wills.

In the lead up to Include a Charity Week, many of our partners choose to support their online initiatives with printed postcards to supporters.

Premium Gathered Here partners can request a custom postcard, for free, from our in-house design team.

Email [success@gatheredhere.com.au](mailto:success@gatheredhere.com.au) to learn more, or contact your current partner success representative.



# Email Signature



Premium only

Email signatures are a subtle yet consistent reminder about Include a Charity Week. We recommend asking all employees and volunteers to use them.

Premium Gathered Here partners can request free custom signatures from our in-house design team.



Email [success@gatheredhere.com.au](mailto:success@gatheredhere.com.au) to learn more, or contact your current partner success representative.

## Start the New Year right




Write your will for free today

<https://wills.gatheredhere.com.au/c/cottage-by-the-sea>



### Make 2023 the year you create a life-changing legacy

Write your free online will today and pledge a gift to charity.



### Make 2023 the year you create a life-changing legacy

WRITE YOUR FREE ONLINE WILL TODAY AND PLEDGE A GIFT TO CHARITY.

<https://wills.gatheredhere.com.au/c/cottage-by-the-sea>



# Donor acquisition

Premium only

Organic traffic to Gathered Here skyrockets during Include a Charity Week, as the nationwide PR campaign sees more Australians thinking about their legacy.

Your organisation can benefit from that increased traffic. By locking in advertising space in the highest-visibility areas of the platform, you can put your organisation in front of thousands of eager will-writers and gift pledgers.

## How advertising works

Credits are used to secure a spot on high-visibility areas of the platform. Each credit costs \$149+GST and is only redeemed when someone pledges a gift to your via one of the advertising channels.

These credits offer the opportunity for extremely high return on value. The average residual gift pledged via Gathered Here is worth an estimated \$83,000 while specific monetary gifts are worth an average of \$6,500.

Credits can be purchased at any time via the Gifts in Wills Management Platform.

**\$149+GST**

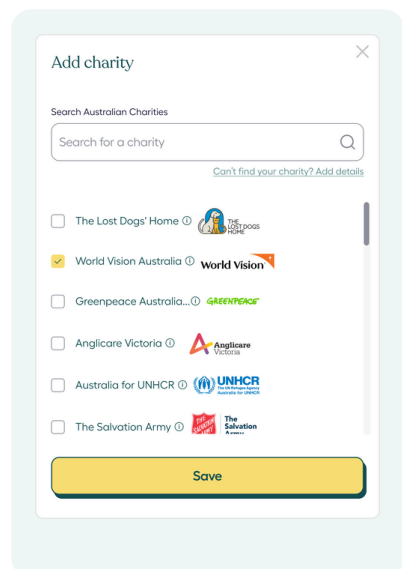
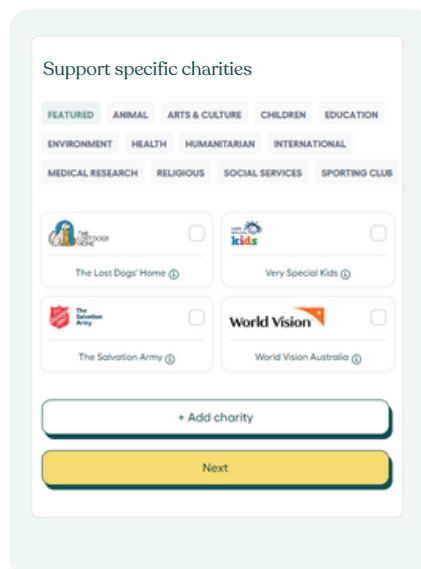
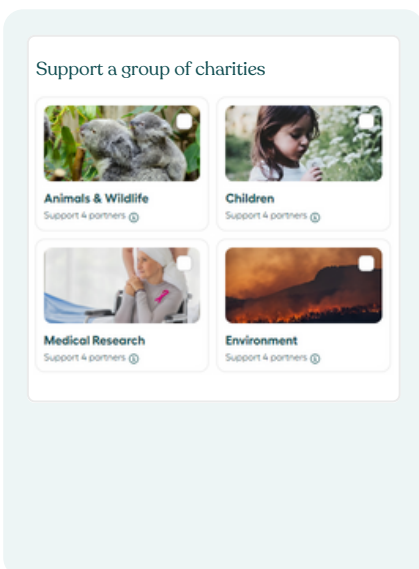
Cost for one credit

**\$83,000**

Average residual gift

**\$6,500**

Average specific gift



For help with your Include a Charity Week  
campaign, contact

**[Success@GatheredHere.com.au](mailto:Success@GatheredHere.com.au)**

We're always happy to help.

