

# Legacy giving: Fulfilling final wishes

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# About me

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**



**Save the Children**



**REMEMBER A CHARITY  
IN YOUR WILL**  
Help the work live on...

**WILL  
25  
YEARS** **AID  
CITY**



# 1 & 2 - Understanding your world



# 3 - Are you ready?



# 4 - Defining your approach



# 5 - Structuring your approach





# 6 - Personalisation



# 7 – Repositioning the conversation





# 8 – Insight and Data



# 9 -Tactics



# 10 - Safeguarding the future



Any questions?



# Thank You

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