



In-Memory Insight 2022-23

Proposal

08 July 2022



About In-Memory Insight

In-Memory Insight explores the size, shape and scope of in-memory giving in the UK. We collect hard evidence to inform in-memory fundraising strategies and convince senior management of the value of in-memory giving.

In-Memory Insight is a consortium research programme run by Legacy Foresight, Europe's foremost analysts of the legacy and in-memory sectors. We work closely with a 'learning circle' of leading charities – over ninety of them in the past eleven years – who agree to pool their budgets, experiences and data to help build evidence and insight.

How we work

In-Memory Insight is a rolling research programme, with each year building on the one before. We use a wide range of research methods as appropriate, including:

Desk research – to uncover important underlying issues to explore in our own research, and to identify existing sources and experts to draw upon

Focus groups and depth interviews – to understand in-memory donors' motivations, experiences and expectations of giving and fundraising in-memory

Consumer surveys – to track the incidence and value of in-memory giving by method: funeral gifts, regular donations, events, tribute funds etc

Best practice – to establish the current status of in-memory marketing in Britain, and to find the most innovative and effective strategies

Benchmarking – to measure the funds raised from in-memory donors by the charities in our consortium, and the resources invested in in-memory marketing

Group discussion – bringing charities together to share issues, experiences and ideas

Over the past eleven years we have explored a series of themes:

2011/12	What drives engaged in-memory donors to give, and give again
2012/13	The role of in-memory giving in bereavement
2013/14	How much money is being given/raised in memory
2014/15	Fundraising in memory through events
2015/16	Charities' use of in-memory products
2016/17	The use of social and digital media in memory
2017/18	The role of funeral directors in in-memory donations
2018/19	The links between in-memory and legacy giving
2019/20	Understanding in-memory stewardship
2020/21	Adapting to the post-pandemic in-memory landscape
2021/22	In-Memory goes digital

This proposal is for the twelfth year of research, from September 2022 to May 2023.

This year's programme

This year's In-Memory Insight programme will have three elements:

1. New [research](#) into in-memory fundraising in groups : *Remembering Together*
2. A [consumer survey](#) to update our analysis of the size and shape of the in-memory giving sector
3. Updated [benchmarking](#), drawing from our members' own in-memory performance data

Why Remembering Together?

This year's research will focus on groups of people who come together to raise money in memory of someone they have lost. Group in-memory fundraising can take many forms, such as:

- Groups of friends joining charity-run sporting events such as 10k runs and dragon boat races
- Extended family (and their dogs!) joining Midnight Walks or Memory Walks
- Family members organising informal fundraisers such as coffee mornings
- Employees raising money to support workmates who have lost a family member in difficult circumstances
- Local clubs, churches or pubs setting up fundraising events in their community, such as quizzes, friendly matches or danceathons
- Virtual communities such as gamers raising money for a lost member

By their very nature, these fundraising groups come into contact with different teams across the charity – most notably events, community and corporate fundraising. Indeed, in-memory teams often have little or no control over the journey taken or the service received. Ensuring that these fundraisers' in-memory motivations and expectations are recognised is one of the key challenges facing in-memory teams. [We hope that this research will provide compelling evidence and practical guidance to help other teams steward in-memory fundraising groups appropriately.](#)

In recent years, new digital channels have made group remembrance simpler and more widely accessible. Tribute funds allow friends and family to share memories, thoughts, pictures and videos as well as to fundraise in their loved one's name. Since it was set up in 1998, market leader MuchLoved has helped over 300,000 bereaved people create their own online memorials. [We hope that this research will help make the case for further investment in tribute funds, as places to organise and encourage group fundraising.](#)

A plethora of online platforms – such as JustGiving, Facebook, Enthuse and Tiltify – now allow people to donate and raise money in memory of a loved one. Our recent analysis (*In-Memory Goes Digital, May 2022*) suggests that £1 in every £8 raised on JustGiving is from a *known* in-memory page; meanwhile, according to GivePanel in-memory organic fundraisers on Facebook raise six times as much as non in-memory fundraisers. [We hope that this research will provide useful insights to inform in-memory platform strategies.](#)

Of course, platforms such as Facebook not only facilitate online giving, but they also accommodate new virtual communities, with a wide spread of members. Last year's In-Memory Insight research (*In-Memory Goes Digital, May 2022*) highlighted how these online communities are coming together to remember

friends they had lost. Digital technologies allow such groups to convene, share and organise more efficiently and with a wider reach, doing so in a way that feels right for them *and* the person they have lost. We hope that this research will suggest ways that in-memory teams can identify and build bridges with virtual fundraising groups, helping them generate more momentum – and more money.

It's time to review and extend our understanding of in-memory supporters who choose to fundraise in a group. This year's research will ask: what makes group fundraising different from other forms of individual in-memory giving? What can charities do to help these fundraising groups achieve their goals? And how can we steward and communicate with them more effectively?

Remembering Together: issues to explore

This research will cover all aspects of group in-memory fundraising and look in detail at the current status quo, what sort of activities it includes, the differences between individual in-memory fundraising and group in-memory fundraising, the impact of technology and how it's used along the fundraising journey.

The research will explore in detail:

- The different types of groups fundraising together ...
- ... and the different types of in-memory fundraising being carried out
- What triggers the initial idea? How does it fit with any individual in-memory activities?
- What comes first – the loved one, the activity or the charity?
- What sets these groups apart from individual in-memory fundraisers?
- Do groups of in-memory fundraisers generate more income than individuals acting alone?
- The dynamics of group fundraising – who's driving it? and how does the group interact?
- The online channels being used to facilitate group in-memory fundraising
- How technology is used to galvanise, mobilise and fundraise
- Their experience of dealing with charities – the enablers and obstacles
- Whether group in-memory fundraisers need to be stewarded in a different way
- How they might be encouraged to support the charity in future, either individually or jointly

Our research approach

Member survey

This survey will give an overview of what's currently happening from a group fundraising perspective across our consortium charities – looking at how groups of fundraisers are managed across the organisations in general, and how groups of in-memory supporters are treated in particular. We will ask our members:

- What experience do they have of groups of supporters fundraising together?
- How is this handled internally?
- How are the groups identified and stewarded?
- Do they have any specific group fundraising programmes?
- How do they measure success?
- Any future plans for group fundraising?

Expert interviews

This will provide an opportunity to understand the group fundraising landscape from an expert's perspective, giving a rounded view of what's happening now, future trends and best practice. We plan to talk to a cross-section of 8-10 experts drawn from members' fundraising teams and external consultants in the wider charity sector.

Charity case studies

Charity case studies provide the opportunity to learn from each other and share best practice. We will aim for 4-5 curated case studies across a range of in-memory supporter groups and fundraising activities, while also ensuring a mix of charities by size and sector.

Qualitative research

We will talk directly to 8-10 groups of supporters who have come together to donate or fundraise in memory of a loved one. This will provide the opportunity to dig deeper and understand the dynamics, motivations, behaviours, attitudes and crucially the experiences, of people who have been involved in organised group in-memory fundraising.

We will aim to include a range of group types (such as close-knit friends, work colleagues, local community groups and virtual groups), across a range of ages and also a range of fundraising activities (eg charity-run sporting events, informal DIY events, workplace fundraising, virtual fundraising etc). The group members will be interviewed together in virtual focus groups; we will also talk to the primary catalyst supporter/group coordinator one-on-one.

Project outputs

The findings will be presented in a series of recorded presentations, along with an executive summary report aimed at senior managers and colleagues from other teams. The conclusions will be developed into a set of practical checklists and tools to support in-memory fundraisers in their day to day role.

Research outcomes

This research will provide our learning circle members with a better understanding of :

- The differences and commonalities between in-memory supporters who fundraise in groups, and those who give or fundraise individually.
- How to deal with groups of fundraisers in the in-memory space, in terms of stewardship and communications
- Potential new opportunities for group in-memory fundraising (e.g. gaming platforms)

Our primary audience will be in-memory fundraisers, but we aim to provide evidence and tools to help you work more effectively *with* and *through* colleagues in events, community and corporate teams too.

Other programme elements

In addition to the research on *Remembering Together* outlined above we will also update two important pieces of analysis on the in-memory giving sector:

Market measurement

Every few years we conduct a large-scale consumer survey to track the take-up and value of in-memory giving activities. This data is used to estimate the size and shape of the in-memory sector, which is fundamental for many charities in developing their strategies and investment plans. The last such analysis was carried out in April 2019. Since then there have been significant market developments – including the pandemic, the shift to online giving, new digital platforms and increasing investment in in-memory fundraising – so we are keen to understand how the market has changed.

The updated survey will cover:

- Type of donor
 - Age, gender, socio-economic group, region, giving level
- Focus on the in-memory donation(s)*:
 - Relationship to the deceased
 - Channel used
 - Cause area left to/geographic scope
 - Amount given/raised
- How the payment was made
- Communication with/feelings towards the charity
- Intention to continue to give/fundraise further in memory

We will take the opportunity to add specific questions relating to the Remembering Together research as appropriate.

Performance benchmarking

We will also update the performance benchmarking with 12 months of data to March 2022, including:

- Resourcing of in-memory fundraising – i.e. staff numbers and fundraising budgets
- Income from
 - Funeral collections and other ‘unsolicited’ in-memory donations
 - Money raised through tribute funds
 - Money raised through specific in-memory campaigns such as Light Up A Life

Member charities will be provided with a data template (in excel) and a detailed briefing note. The Legacy Foresight team will also be available via email for further guidance as necessary.

We recognise that not all charities will be able to supply all the data requested, either because they do not carry out this form of fundraising or because their systems are not set up to capture the information.

If you cannot supply some of the benchmark data by the agreed deadline, you will still see the totals and averages for the group, but your own record will remain blank. If you cannot supply all (or a significant proportion) of the benchmark data by the agreed deadline, then your charity may be excluded from the analysis and will not receive the benchmarking report or spreadsheet. In this case, the final arbiters of whether a charity can receive the benchmarking report and spreadsheet are the In-Memory Insight steering group.

Project timeline and outputs

September 2022

- Confirmed list of members circulated
- Invoices and new member contracts issued
- Confirm benchmarking measures with Sounding Board

October 2022

- Benchmarking templates circulated
- Member survey launched
- Identification of case study charities and experts to interview

November - December 2022

- Learning circle workshop to discuss experiences and scope out the project brief
- Expert interviews
- Work with case study charities
- Compilation of in-memory benchmarking data by member charities
 - *Presentations and workshop notes in PDF*

January - March 2023

- Learning circle workshop to present case studies and expert interview findings
- Market measurement survey
- Focus groups with in-memory fundraising groups
- Analysis of in-memory benchmarking data
 - *Report on consumer research findings – survey and donor interviews*
 - *Report on benchmarking results*

April – May 2023

- Final project workshop including input from key experts consulted during the research.
 - *Presentations and workshop notes in PDF*
 - *Summary report aimed at senior managers and trustees*
 - *Public briefing report signed off by the programme Steering Group*

Learning circle membership and costs

The cost per organisation for a 12 month cycle is based on your charity's average voluntary income (i.e. income from donations and legacies) in the 3 financial years 2018/19 – 2020/21, drawn from published accounts data stored on the Charity Commission Register of Charities:

Over £10m: £2,700+VAT

Under £10m: £1,800+VAT

The standard invoice date will be [Monday 12th September 2022](#), but we are happy to invoice between 1st August 2022 and 3rd October 2022 if required. New joiners can also access the 'back-catalogue' of In-Memory Insight findings for an additional one-off fee equivalent to your annual subscription.

Project management

We work with a Sounding Board of 6 in-memory fundraisers across a range of charities by size and sector. The Sounding Board provides feedback and suggestions on the work as it develops, assures the quality of outputs on behalf of the consortium, and agrees on the final dissemination of findings. The group meets 'virtually' at least three times: to agree the research specification; to discuss the emerging project conclusions and to approve the publicly-available sector briefing report.

We are currently looking to recruit two new members to the Sounding Board. If you would like to join the group, please let Caroline Waters (c.waters@legacyforesight.co.uk) know when you confirm your project membership.

Next steps

If you are already a member of the In Memory Insight consortium, your rolling contract is still valid. If you wish to leave the In Memory Insight consortium please inform Caroline Waters by email (c.waters@legacyforesight.co.uk) by **Thursday 4th August 2022**.

If you are joining the consortium the deadline for sign up is **Monday 5th September 2022**.

- Confirmation of final consortium: **Friday 9th September 2022**
- Project kick off/invoice: **Monday 12th September 2022**

To express your interest or for more information contact Caroline Waters:
c.waters@legacyforesight.co.uk

Learning circle members 2021/22

Health charities		Hospices	Other charities	
Alzheimer's Research UK	Mind	Helen & Douglas House	Age UK	National Trust
Alzheimer's Society	Parkinson's UK	Phyllis Tuckwell	Barnardo's	NSPCC
British Heart Foundation	Prostate Cancer UK	Princess Alice	Battersea	Oxfam
Cystic Fibrosis Trust	Royal Marsden Cancer Charity	St Catherine's	Blue Cross	RAF Benevolent Fund
Dementia UK	Stroke Association	St Christopher's	British Red Cross	RBL
GOSH	Sue Ryder	St Gemma's	Brooke	RNLI
Macmillan		St Michael's	Cats Protection	RSPB
Macular Society		Wakefield	Christian Aid	RSPCA
Marie Curie			Guide Dogs	Woodland Trust
			Help for Heroes	WWF

The project team

Legacy Futures

Legacy Futures is a specialist group of gifts in wills and in-memory giving consultancies, helping over 200 charities worldwide to harness the transformative power of legacy giving. Our group comprises three expert legacy businesses, with over 50 consultants providing an end-to-end solution to all your legacy marketing and administration needs:

Legacy Foresight

Part of Legacy Futures

Legacy Foresight are legacy and in memory insight specialists. Best known for their market forecasts and research projects, often working with consortiums of charities who join forces to gain greater insight into specific areas of the Legacy and In-Memory markets.

Legacy Voice

Part of Legacy Futures

Legacy Voice help charities improve their marketing strategies and develop effective communications. Legacy Voice have a diverse client portfolio and are currently working with an international school, a national British museum and a number of large national charities.

Legacy Link

Part of Legacy Futures

Legacy Link support charities through the estate administration process with the support of an experienced legal and estate admin team.