

In-Memory Consultancy

from Legacy Foresight



*Helping your in-memory and
tribute fundraising to soar*

LegacyForesight 

Going the extra mile

In-memory fundraising can be inspiring, exciting and fulfilling. But it can also feel overwhelming – especially when expectations of income are growing faster than resources.

If you are responsible for in-memory fundraising, or work in the team accountable for this area, you may need some strategic support. Legacy Foresight can help.

- You might be starting out from scratch, with no strategic plan in place
- You might already have a new, or mature, programme that now needs to work a lot harder
- Perhaps you have a particular strategic challenge to address, like meeting a steep new income target?
- Or you might be faced with building a business case for something specific, such as a new in-memory product, or a new member of your team?
- Would you like to understand more about why people support your charity in memory? Or plan a cohesive journey for your donors?
- Or do you have an internal battle on your hands, like breaking down silos with other key fundraising teams, or influencing service staff?

Whatever stage you are at with your in-memory and tribute fundraising, if you are seeking specialist support, why not talk to Legacy Foresight.

Our consultancy service aims to help charities like yours get the most from their in-memory fundraising.

Our offer to you

Legacy Foresight's In-Memory Consultancy offers the core services outlined below. Of course, you may have a particular strategic challenge that isn't covered by these. If that's the case, please let us know.

Business planning and constructing a case for support

Combining our market knowledge and your own in-house assets, we can work with you to put together a considered, persuasive case for development. This could be for investment in your programme overall, or for something specific.

In-memory strategic planning

We can create a thorough, comprehensive and integrated strategy for in-memory and tribute fundraising, uniquely tailored to your own organisation and what makes it special. This could include: an overview of market trends and drivers; an assessment of the opportunities and barriers for your charity; data discovery; financial planning and objective setting; best practice recommendations and tactical plans to help reach your targets.

In-memory donor research

We can design and deliver firsthand research among your in-memory donors to shine a light on their reasons for giving to your charity. You could learn about their experience of supporting you in this way and test their appetite for potential in-memory and tribute products and services. Research of this kind can often be a springboard for new in-memory product development.



New product development

Drawing on our overview of the market and on your own invaluable knowledge of your cause and your donors, we can help you create the best possible in-memory product – whether real or virtual. We can guide you through the process of bringing a new product to market, up to the point of developing your creative brief.

Stewardship and donor journey planning

We can guide your team through the process of unpicking the communications journey a donor undertakes after making an initial in-memory gift. We can help you set new objectives for each point of contact and make sure that every communication works as hard as it possibly can.

In-house awareness-raising and coaching

External support can sometimes make all the difference when you're trying to raise awareness of the benefits of in-memory fundraising, or influence stakeholders like service staff, regional fundraisers or Trustees. We can also work with your own team, or with satellite teams, to coach frontline staff working directly with recently bereaved supporters.



What you can achieve

Appointing a consultancy can feel like a big step. But it can also provide the injection of energy and new thinking that your programme needs to help it fly. We can help you to....

- Take a step back and gain a better understanding of your charity's unique position and potential in this area
- Produce a clear picture of your own donors and what really drives them
- Set out plans that are underpinned by sound rationale and fresh thinking
- Offer products and services that are genuinely supporter-led
- Increase awareness of the benefits of in-memory giving at your charity, breaking down silos across teams and creating a culture of buy-in
- Expand your supporter base by considering all the possible sources
- Design an experience that puts the donor firmly at the centre
- Drive up income through better recruitment, retention and lifetime value
- Empower everyone in your organisation to talk about in-memory giving with confidence
- Maximise your legacy income potential from this source

Kate Jenkinson

Head of In-Memory Consultancy



I am Legacy Foresight's Head of In-Memory Consultancy. I will be your first point of contact, drawing on other members of the Legacy Foresight team where needed.

In-memory and tribute fundraising run deep for me. As an individual giving manager for a cancer charity, I became particularly interested in the power of in-memory giving to help bereaved families. This experience inspired me to work for the original in-memory specialist agency, Our Lasting Tribute.

As a strategic planner for Our Lasting Tribute and Whitewater, I continued to specialise in strategy development and business planning for in-memory and legacy giving, working with charities including NSPCC, RSPCA, RNLI, and BHF. I continued in this area for five years as a strategic consultant for the charity agency MovingThinking.

As an Associate of Legacy Foresight, I have been closely involved with the In-Memory Insight programme since its inception, contributing primary research into both donor motivations and charity best practice.

I passionately believe in the power of in-memory fundraising to transform a supporter's relationship with a charity, and would love to talk to you about how we can achieve this together.

Why Legacy Foresight?

We are Europe's foremost analysts of the legacy and in-memory sectors.

We are best known for our legacy work

We are experts in legacy research, forecasting, benchmarking and market analysis. We study legacy market trends, produce income forecasts and research into donor motivations. Over the past twenty years we have worked with over a hundred charity clients, including all the top twenty British fundraising brands.

In-Memory Insight – a unique Consortium research programme

In 2011, working closely with a learning circle of 50 leading charities, we set up In-Memory Insight to explore the size, shape and scope of in-memory giving in the UK. Providing a wealth of unique insight into the market, In-Memory Insight is a rigorous, collaborative and interactive programme. It has brought us close to the in-memory programmes of numerous charities and given us an in-depth understanding of the challenges and opportunities involved in this sensitive and dynamic area.

Our In-Memory Consultancy service

Our consultancy builds on our wealth of experience, and our unique position as drivers of In-Memory Insight, to support you in getting the most from every aspect of your in-memory programme.

Working with Legacy Foresight will give you access to an expert team and to the most comprehensive research on in-memory trends and best practice available. Our knowledge and expertise in this area can have a direct impact on your charity's performance.

Please get in touch

To talk to us informally about your charity's needs,
please contact Kate Jenkinson
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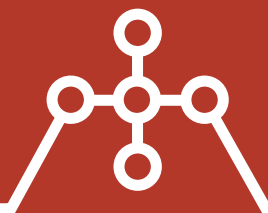
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To find out more about In-Memory Insight, including
information about membership rates for your charity,
please contact Meg Abdy
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We'd like to help