

LEGAVISION

network for joint campaigns creating a favourable
environment for legacy giving to charities



Together we can achieve what no charity can achieve on its one: **making legacy giving a social norm**

24 Joint Legacy Campaigns



LEGAVISION
A World of Legacies

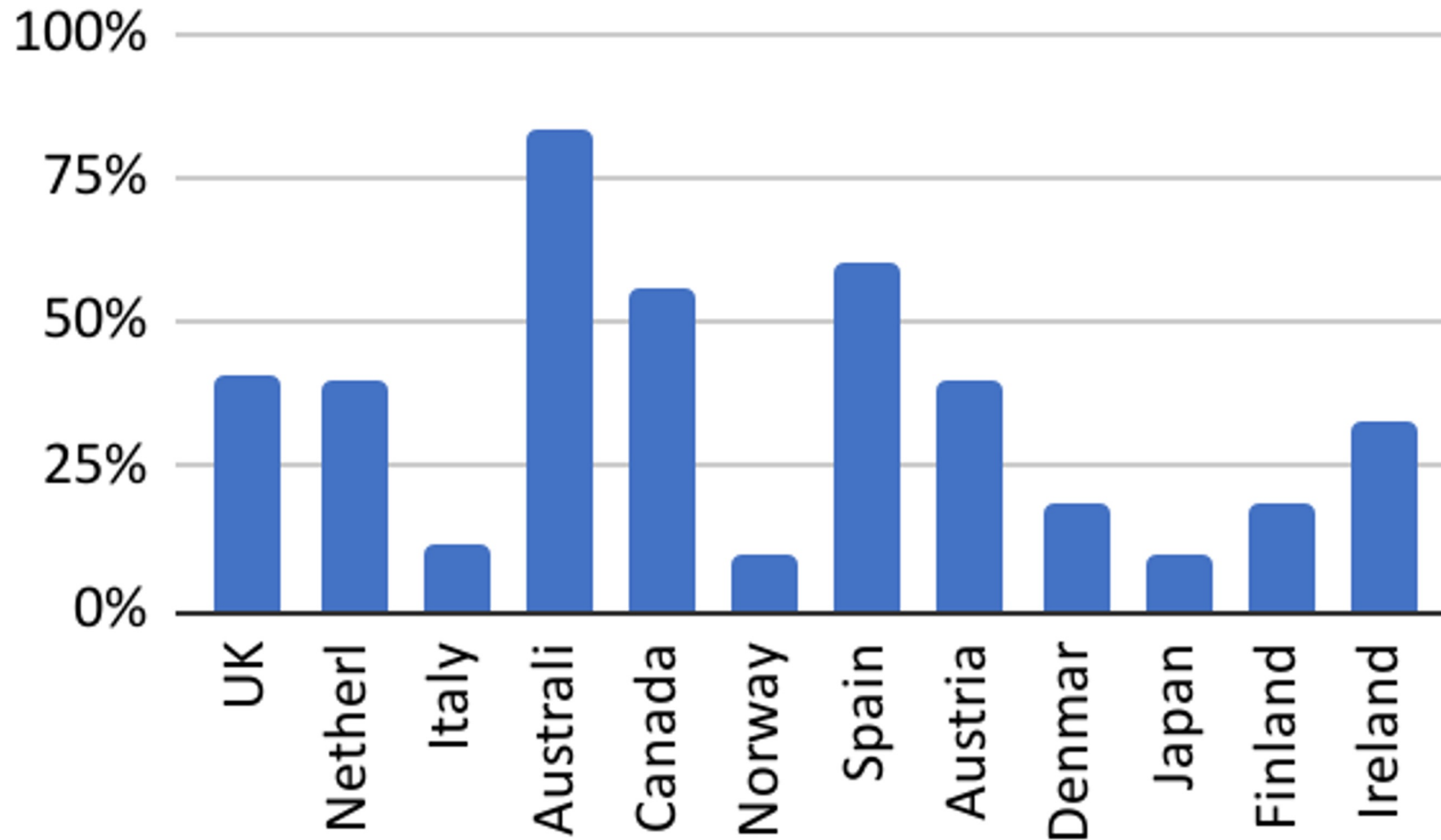
Growing investment in legacies



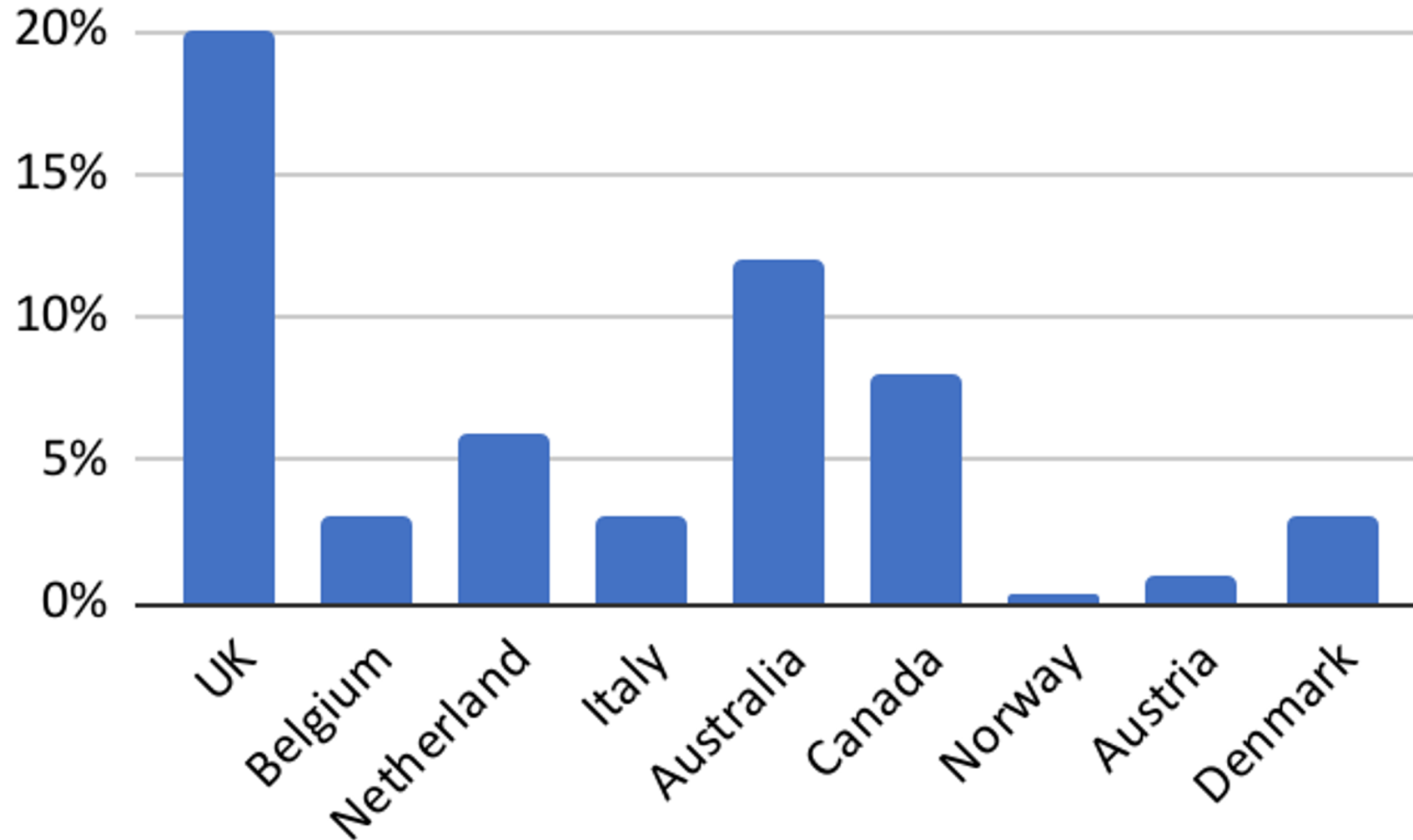


Difference campaigns
based on different markets

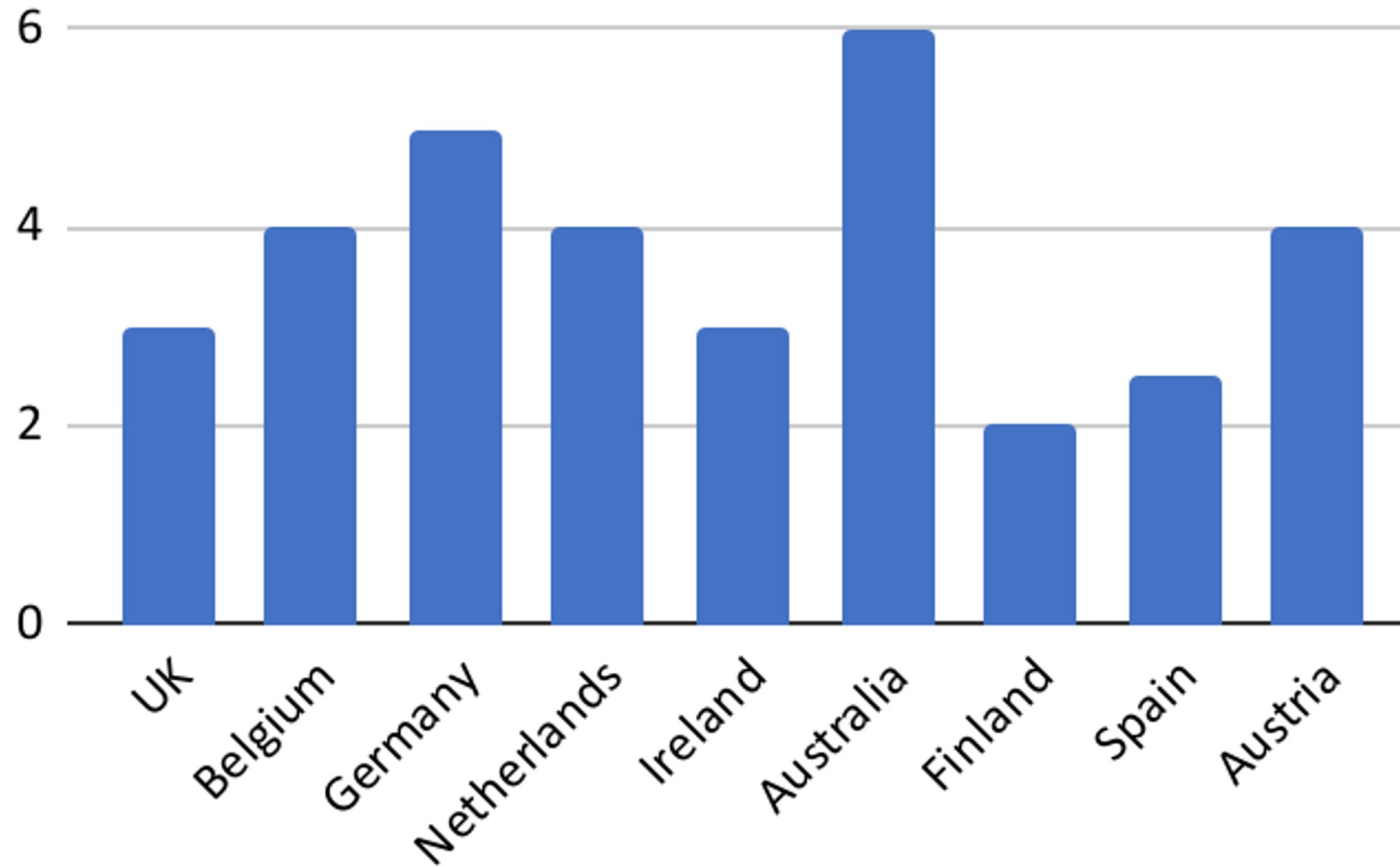
Percentage of people that have a will



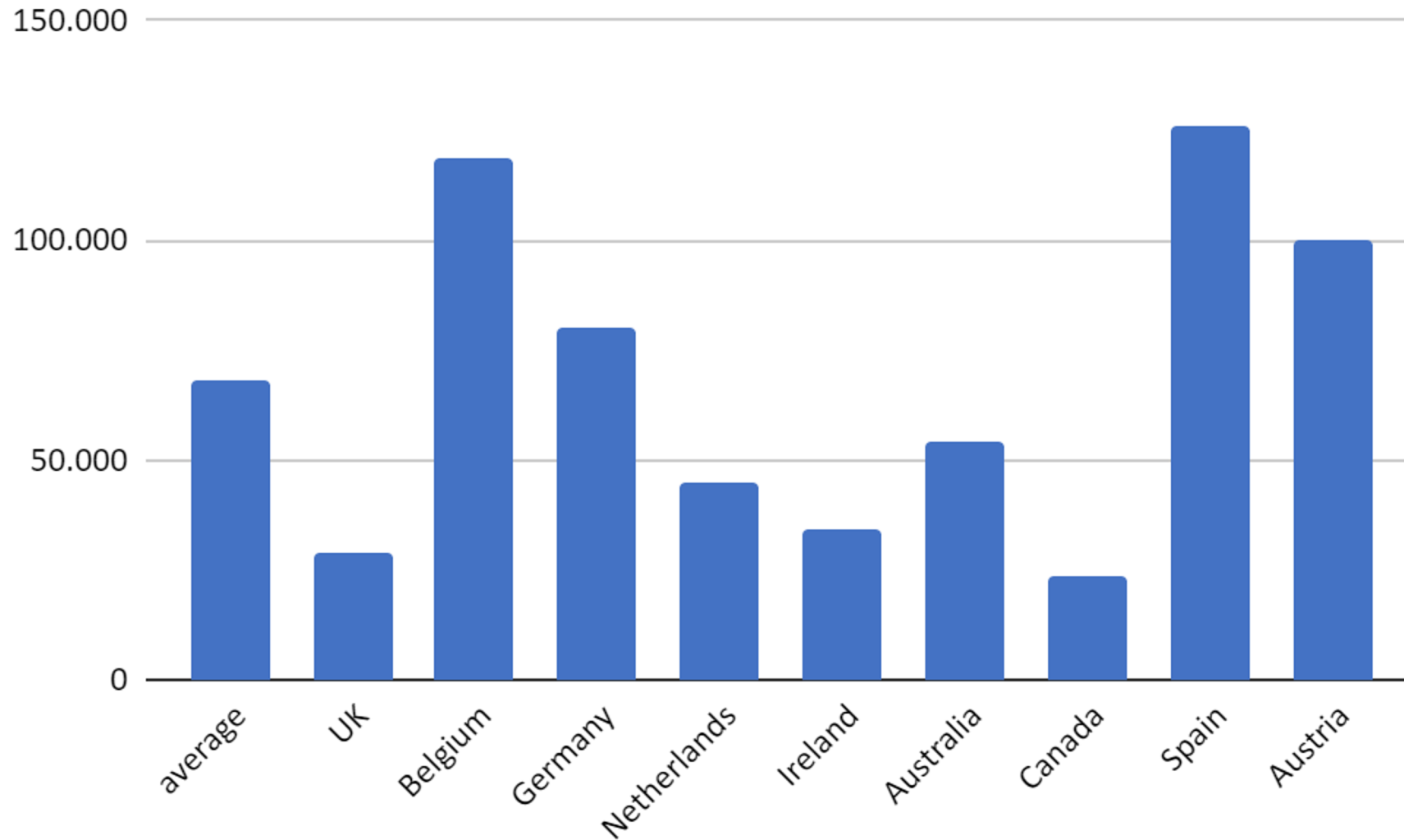
Percentage of people who say they have a charity in their will



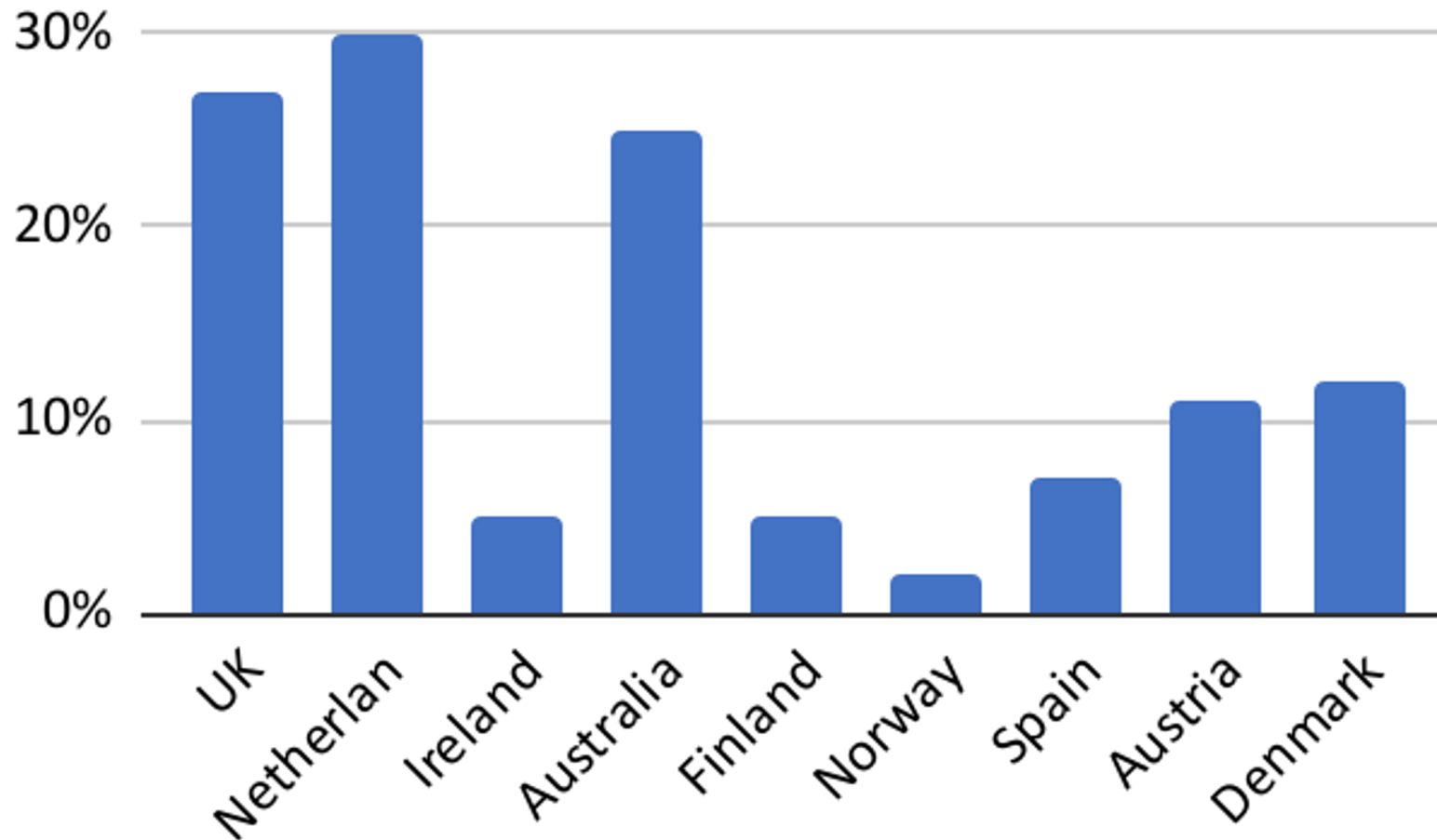
If will includes charity: average number of charities in will



Average bequest value to charity



Legacy fundraising income as % of private fundraising



Campaign partners

Work together with partners like:

- government
- legal advisors
- (digital) will-writers
- financial advisors
- wealth managers
- national council of notaries/lawyers/solicitors
- estate management
- corporate partners
- funeral institutes
- researchers

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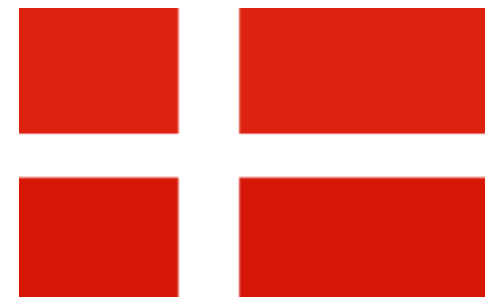
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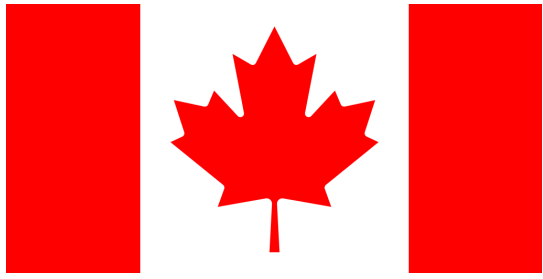
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550 member charities
Target group: 35-75
85% digital campaign

Canada's campaign increased
charity-inclusive wills from 5%
to 8% in only 3 years.







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

200 member charities
Target group: 55+
Remember a charity week

Increase in the number of
people who include a
charitable gift in their Will:
from 14% in 2013 to 20% in
2022







TESTAMENT.BE

150 member charities

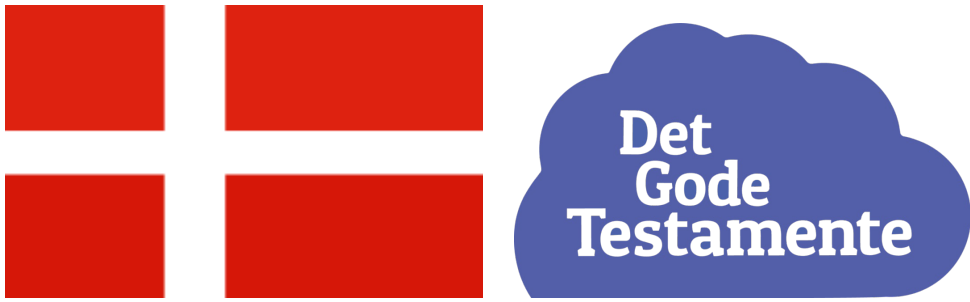
Target group: 55+

Leadgeneration

After 13 years they saw a doubling of charitable gifts in wills







45 member charities
Target group: 45+
Conversation starters

After 5 years an increase in
51% of legacy income





A stylized world map in light gray with several colorful location pins (blue, purple, pink, teal) placed across various continents including North America, Europe, Asia, and Australia. The map is used as a background for the text and statistics.

24 campaigns
1.484 charities worldwide
103.900.000 people reached

Making legacy giving to charities a social norm

Questions?



Thank you!



LEGAVISION
A World of Legacies

More information www.legacygiving.eu/legavision
info@legacygiving.eu

Lena Vizzy

✉ Lena.vizy@legacyfutures.com

in [linkedin.com/in/lenavizy](https://www.linkedin.com/in/lenavizy)