

Free Legacy webinars by Richard Radcliffe

Due to the massive response from fundraisers in 13 countries these are now being run in partnership with Smee & Ford via Zoom.

The webinars are being recorded so please do get in touch if you missed one of the earlier ones.

I am looking forward to talking about the legacy market for independent schools as part of a panel discussion with IDPE on Friday 12 June!

- **May 11th 1600 hours** **What to do now during the virus and how to develop your communications skills to ensure happy prospects** (also aimed at furloughed staff to ensure a continuing programme of learning during hard times)
Content: The changing face and profile of Legacy prospects, tone of voice in this crisis, listening skills, how to deal with difficult people, how to ask questions, key guidance on channels and voice control
- **May 21st 0930 hours** - **How to deal with staff/internal issues** – they might be horribly negative about legacy giving during a deathly virus period. This webinar will include dealing with volunteers and Board/Trustee issues.
Content: how to communicate need and benefit of of legacy giving, how to engage every staff member, trustee, SMT member and volunteers. How to sustain engagement
- **June 3rd 0900 hours** **Cultivation and stewardship development.** This is focused on ensuring enquirers and pledgers actually DO IT!
Content: How to find out what enquirers and pledgers want, the options in terms of events and one to one. Which channels work and how to sustain a campaign
- **June 10th 1830 hours** Starting a new/first legacy campaign.
Content: Never done a legacy campaign before? How to start and grow a campaign whilst ensuring happy staff, volunteers, service users and donors without upsetting anyone and possibly without any budget either!

Due to global interest I am likely to add some extra timings.

All timings are UK time (British Summer Time) but delegates are in seven different time zones – a small but not impossible problem to overcome! Each webinar will last up to 45 minutes and I hope there will be time for questions!

I will use PowerPoint but only for key issues/statements. But each cause and country has different issues so you should be ready to personalise content for YOUR non-profit/charity and country.

The making of Wills/Testaments is very different worldwide and those watching will have populations where only 5% of prospects have a Will/Testament others nearer 70%!

Inheritance laws are also different in many countries with UK being virtually unique!

If you need me for any reason before the webinars please email me!

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