



Digital Tools for Legacy Marketing

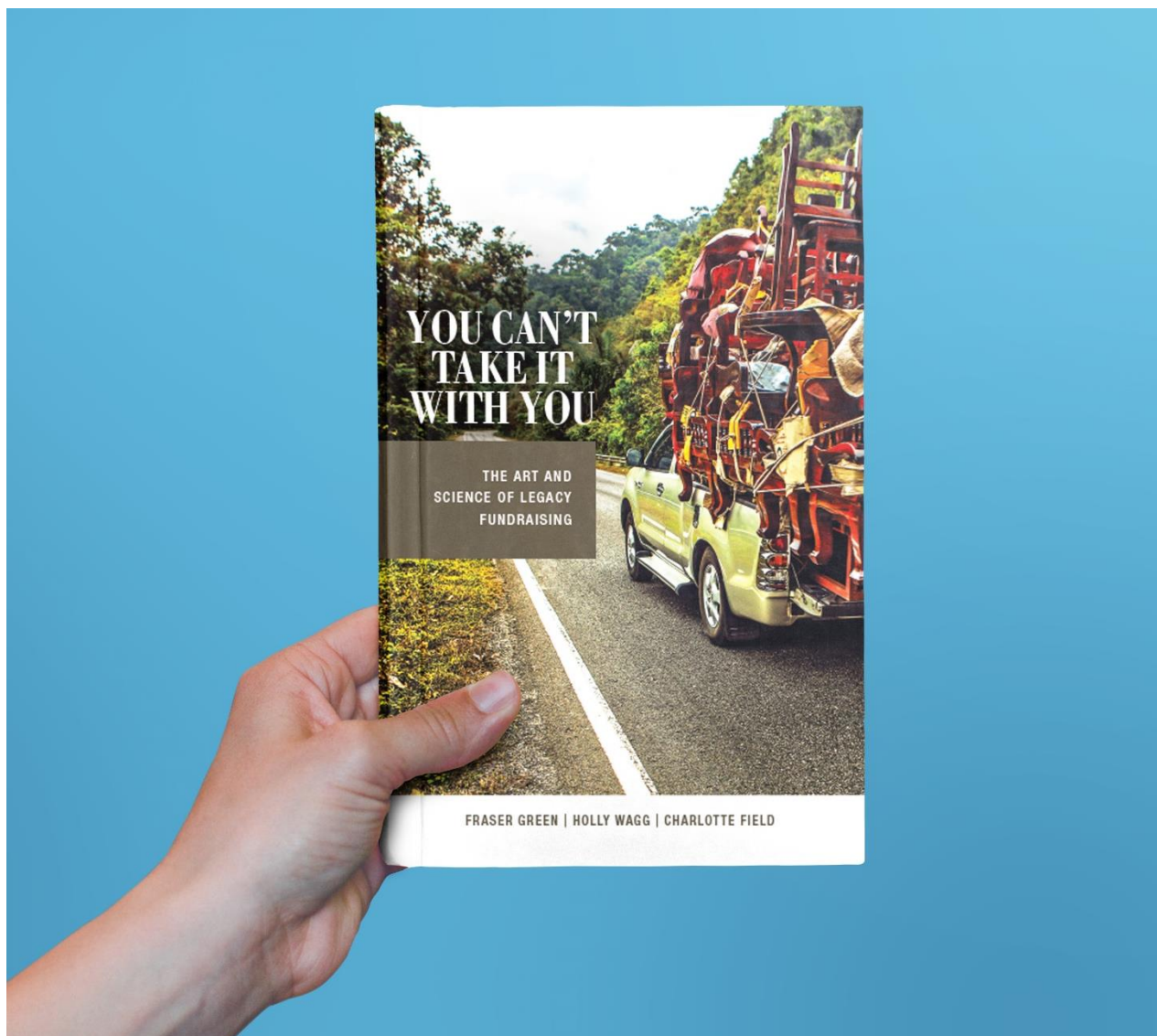
Motivate Monday | June 3, 2019

Hello!



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Your Legacy Toolbox





Email



Email

- Real-time engagement
- Effective drip marketing
- Especially relevant to a Boomer audience
- Two types:
 - Identification
 - feed your pipeline
 - Persuasion
 - cultivate your pipeline



Identification

- Develop a survey to:
 - Qualify newly-generated leads
 - Identify leads hiding in your email list
- The first step in an automated journey, based on the donor's legacy stage

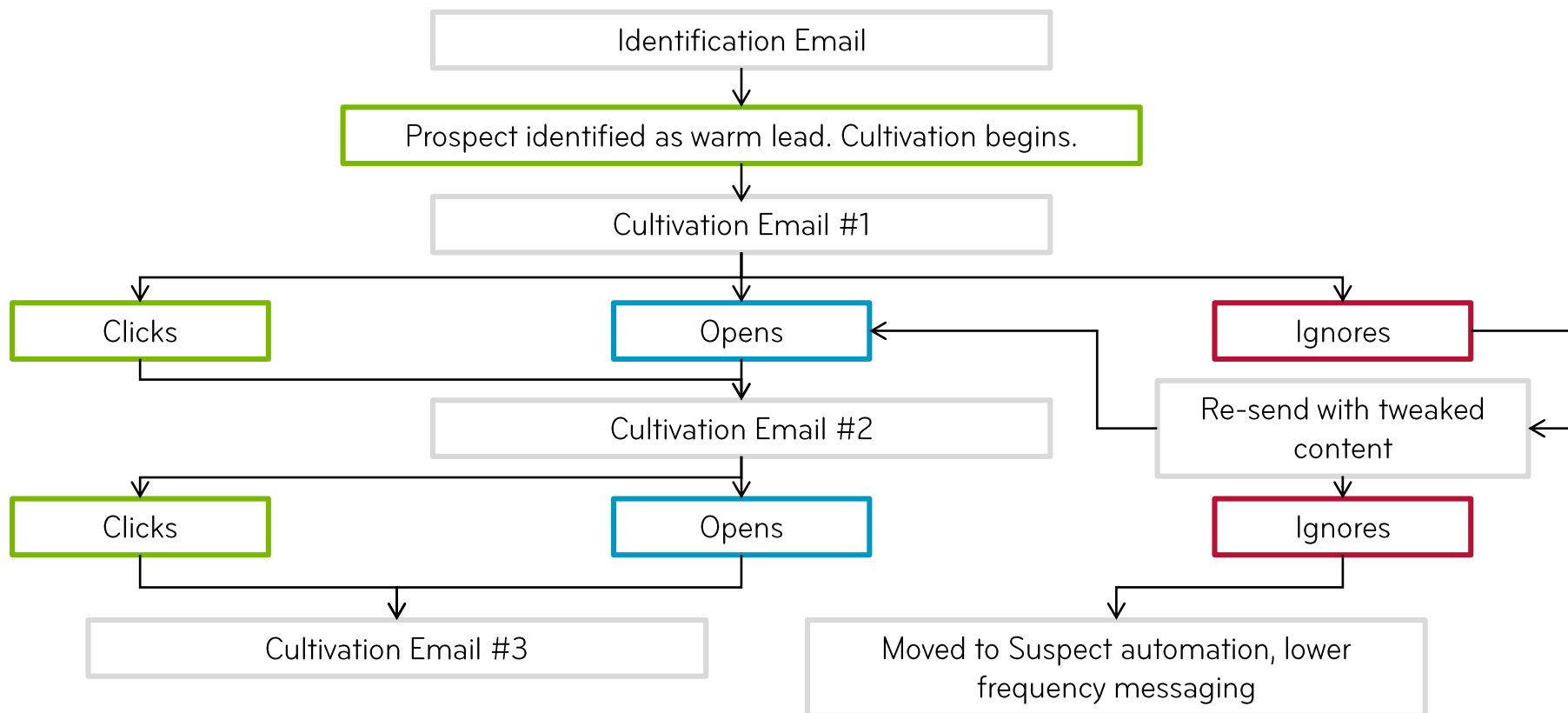


Cultivation

- Remain top of mind
- Connect cause + org + gift in will + impact
- Integrated closely with other tactics



A Digital Donor Journey

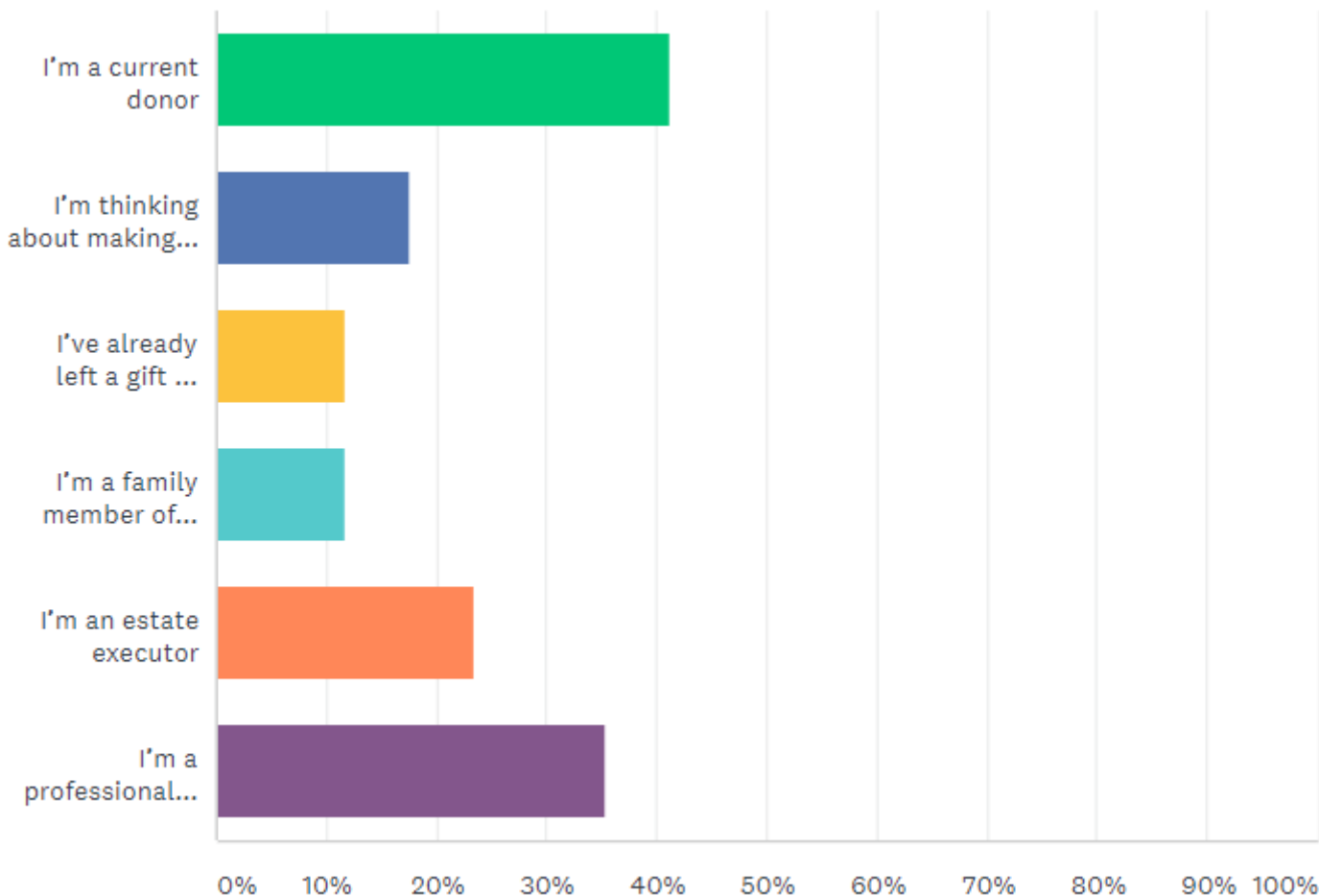




Website



Audiences





Writing Legacy Web Content

- Speak to both: Develop content for both prospects + professionals!
 - Professionals want your legal name, registration number, contact info
 - Prospects want persuasion, impact, and connection
- Considering user experience: Make legacy content easy to find and easy to navigate
- Capture attention: Write for search!

A photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a grid of images, possibly a photo gallery or a social media feed. The background is blurred, showing a desk lamp and other office equipment. A red banner with white text is overlaid across the middle of the image.


Feeding the Pipeline



Lead Generation

- Form-based works best
- Gather emails and feed the pipeline
- Drop new leads straight into an identification email

Talk to us about your will. Whether you're just starting to think about your will, looking to update an existing will, or in need of more information, we're here to help. We can discuss how you might like your gift to be spent or arrange a visit so you can see what difference your legacy gift has the potential to make. We do recommend that you consult a lawyer for matters related to your will, but we can help you with any questions you may have. Please call Andrea Peponoulas, Senior Development Officer at (613) 798-5555 extension 14677, or enter your details below to receive a response by email.



For more information contact us:

First Name Last Name

Email

Leave a note (optional)

Are you the executor for an estate?

If you're executor for an estate with a gift left to the NSPCC, we can help. We understand that administering an estate can be a complex task - our Legacy Management team are here to support you. Call us on call [020 3772 9728](tel:02037729728) or email legacies@nspcc.org.uk.

Guardians for future generations

Request our free legacy information pack and help us be there for every child.

[Get your free information pack](#)

Other ways to support us



Donate in memory



Volunteer for us



NSPCC Weekly Lottery



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