

# What's next for In-Memory Products

Proposal for In-Memory Insight 2023

11 July 2023

Confidential



# About 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, working closely with a learning circle of leading charities – over ninety in the past twelve years – who agree to pool their budgets, experiences and data together to help build evidence and insight.

Over the years the programme has explored numerous different themes including: Fundraising in-memory through events (2014/15); the role of funeral directors in in-memory donations (2017/18); the links between in-memory and legacy giving (2018/19); In-memory goes digital (2021/22) and Remembering Together – the role of groups in in-memory fundraising (2022/3).

The proposal for this year's programme, which will run from September 2023 to March/ April 2024 is to revisit the area of in-memory products (the focus of IMI 2015/16) and explore what's changed and what's next for in-memory products.

## What's next for In-Memory Products?



In-memory products are defined as “anything a charity can offer people – as part of a transaction – to satisfy their desire, or need, to remember a loved one”. In 2015, our In-Memory Insight project, *Lifting the Lid on In-Memory Products*, mapped the in-memory landscape for charities. The programme looked at which products were in use, and how charities were using them, how in-memory supporters were engaging with them, and how the products were meeting their particular needs.

Eight years on, post Covid, the in-memory landscape looks quite different. Talking about death, grief and mourning has increased in prominence in general culture while the societal shift to online and the increase in online opportunities for communication, interaction, commerce and remembrance has had a huge impact on in-memory giving. Our benchmarking also tells us that there has been an increase across the sector in investment for in-memory fundraising.

With this new project, we aim to take a fresh look at the market for in-memory products and map out how the landscape looks in 2023. We will explore how the picture has changed over time and we will identify new trends and territories that are emerging as areas of opportunity for the future.

The products we will cover (in both the online and offline space) might have one or more of the following objectives:

- to attract mass engagement
- to incentivise an initial in-memory gift
- to recognise an initial in-memory gift;
- to encourage people to give more or give again; and/ or to build a long-term relationship with the charity

## Programme scope for 2023/4

This new project will focus on three main areas:

### 1. What's happening now?

- We will segment and map the in-memory product landscape and explore how supporters are engaging with some of these products.
- We will identify any key changes since 2015 – how the established in-memory products have evolved, which, if any, have faded or risen in popularity (and why)
- We will endeavour to include as broad a range of charities as possible in our research, including some key faith and community charities in the UK, in order to get a rounded picture of the diversity of the in-memory product landscape and identify any cultural differences in in-memory giving opportunities and products.

### 2. What's new?

- We will spotlight on new interesting and innovative products that have come onto the market since 2015. We will explore what these new offerings suggest about the changing behaviour and needs among bereaved supporters, how they cater (or not) for an ever more diverse population and draw out relevant learnings for charities.

### 3. What might come next?

- In this final part of the project we will look into some new emerging product areas to explore future potential for our charities. Drawing on inspiration from 'memory products' that are commercially available outside of the charity world from sites like Etsy and NotOnTheHighStreet, as well as the learnings from the product mapping and expert interviews, we will create 3 or 4 new 'territories'/ areas for development.
- Via focus groups, we will explore these new areas and attempt to evaluate their appeal and potential. The groups will also work collaboratively to generate new product ideas within each area.
- (Some of the territories may be 'brand new' while some of these territories may already exist but are 'hidden' sources of in-memory support that currently fall under the in-memory radar e.g. gifts in time (Volunteering), gifts in kind (including retail/ charity shops and self remembrance).

## Our research approach:

We will use a combination of desk research, a member's survey, expert interviews and focus groups for this project and we will employ a sequential approach, with each stage building on the next.



## Desk research and product mapping

To kick-start the project, we will investigate the in-memory product offerings of 100 charities including:

- Our Learning Circle members
- Other significant UK charities outside this year's consortium
- A number of smaller, interesting charities recommended by in-memory fundraising experts who are doing innovative things in the in-memory space
- A number of large overseas charities (US and other countries)

Our own Learning Circle members will provide information on their in-memory activities via a member's survey with potential for a follow up call/ interview if appropriate or needed.

For the other charities, we will rely on the information available via websites, supplemented by anecdotal evidence from our third-party experts.

We will review websites, fundraising pages, blogs, journals and other online posts relating to bereavement to better understand how people are using a range of different products and activities to remember loved ones, both with charities and without them.

## Best practice case studies

We will engage a number of individual charities to provide case studies, focusing on interesting and innovative in-memory products.

## Consumer perspective

Building on the desk research, we will use qualitative research to explore not only existing products supporters are engaging with and their associated experiences, but also the new and emerging product areas, to gain a sense of people's appetite for these.

We will talk to 6 groups of active in-memory supporters who have engaged with/ bought an in-memory product in the last 2 years (could be more than one). We will aim to include a diverse mix of supporters who have engaged with different types of products so we can reflect the breadth and variation of the in-memory market.

We will investigate the current role of charity in-memory products, what people are looking for, how and why they chose their in-memory product and the influences on their awareness and decisions. We will also explore the potential for growth in new areas, generate new product ideas and identify possible marketing opportunities.

## What would charities ultimately get from this?

This research programme will provide our learning circle members with:

- A clearer, fuller view of the in-memory product landscape in 2023
- An idea of how the landscape is evolving as well as the potential areas of future interest or growth
- A sense of supporters' changing attitudes towards, and appetite for, potential new product areas as well as ideas for new products that could be rolled out.
- Practical guidance on how to tailor, adopt or apply new in-memory products in your organisation

# Performance benchmarking

Now that the benchmarking is part of the In-Memory Insight programme on an annual basis (before 2021 it was only carried out every 2 years), we will update the performance benchmarking for the most recent year.

As in last year's cycle, data collected will include:

- 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 to help them supply the right data. The Legacy Foresight team will also be available via email for further guidance as necessary.

In previous years, we have collected data in November / December for the FYR to end of March. Some charities have noted that this means the benchmarking is almost a year out of date when it is reported on in the following February. To try and counter this, we are going to explore collecting data in November/December for the year up to end of September. We will work with the steering group to understand the feasibility of this.

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 Outputs

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

# Project timeline

## September 2022

- Confirmed list of learning circle members circulated
- Invoices and new member contracts issued
- Desk research to commence
- Confirm benchmarking measures

## October 2023

- Steering group meeting
- Member survey launched
- Identification of case study charities and experts to interview
- Compilation of in-memory benchmarking data by member charities

## November/ December 2023

- First workshop
- Qualitative research to commence
- Analysis of in-memory benchmarking data

## February/March 2024

- Second workshop (benchmarking)
- Final workshop (in-person)
- Steering group meeting
- Executive summary and public briefing written and circulated

# Learning circle membership and costs

The cost per organisation for a 12 month cycle is based on your charity's average legacy income, from the previous 3 financial years 2019/20, 2020/21, 2021/22, drawn from Charity Commission data:

Over £3m: £2,900+VAT

Under £3m: £1,900+VAT

The standard invoice date will be Monday 11th September 2023, but we are happy to invoice between 1st August 2023 and 2nd October 2023 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 Steering Group of 4-6 in-memory fundraisers across a range of charities by size and sector. The Steering Group 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' to agree the research specification, to discuss the emerging project conclusions and to approve the publicly-available sector briefing report.

Being part of the steering group provides a unique opportunity to help shape the programme and work closely with representatives from other charities. We are currently looking to recruit new members to the Steering Group. If you would like to join the group, please let Caroline Waters ([c.waters@legacyforesight.co.uk](mailto: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](mailto:c.waters@legacyforesight.co.uk)) by Friday 11<sup>th</sup> August 2023.

If you are joining the consortium, the deadline for sign up is Friday 8th September 2023.

- Confirmation of final consortium: Friday 8th September 2023
- Project kick off/invoice: w/c 11th September 2023

To express your interest or for more information contact Caroline Waters:  
[c.waters@legacyforesight.co.uk](mailto:c.waters@legacyforesight.co.uk)

---

# 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.

[Legacyfutures.com](https://legacyfutures.com) | [@talkinglegacies](https://twitter.com/talkinglegacies)

---

## Legacy Foresight

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.

[legacyforesight.co.uk](https://legacyforesight.co.uk)

## Legacy Voice

Legacy Voice is a consultancy that helps charities improve their legacy marketing strategies and develop effective communications. Legacy Voice works with charities large and small, UK and international; turning research and insight into deliverable solutions.

[legacyvoice.co.uk](https://legacyvoice.co.uk)

## Legacy Link

Legacy Link works with over 100 charities each month, supporting them through the whole estate administration process. With a bank of over 30 expert consultants Legacy Link helps to maximise the gifts left to a charity, adding value each step of the way.

[legacy-link.co.uk](https://legacy-link.co.uk)

---