

National Hospice Legacy Campaign

Year 1 Burst 2 Creative Clinic

Aims of today's Creative Clinic

- Showcase three excellent examples of what hospices achieved in Burst 1 of the National Hospice Legacy Campaign
- Help you feel inspired and confident ahead of the launch of Burst 2
- Provide an opportunity for RAW London to answer your creative questions, helping you maximise the impact of campaign assets for Burst 2

Today's speakers



Alison Stallard-Jones - Hospice of the Valleys



Imogen Othman - Princess Alice Hospice



Janet Abraham and Emma Newell - Claire House Children's Hospice

Session details

- RAW London and the speakers will be on hand to answer any creative questions after all the speakers have finished
- Please write your questions in the chat at any time, or ask them verbally after all speakers have finished
- This meeting will be recorded - you're welcome to keep your camera on or off



**THIS IS
HOSPICE
CARE** 



HOSBIS Y CYMOEDD
Hospice of the Valleys

Registered Charity Number 517724



What we planned to do



Elevate our
Legacy messaging



Keep it low cost
and simple



Use the Hospice Uk National
campaign to elevate our
'Write a Will' campaign



Start to develop both
internal and external
conversations about
'gifts in wills'



What we did

Tailored the campaign collateral to work for us and reflect the community we serve.

Utilized the toolkit to create social media content, posters, email footers etc

Developed a social media plan with some low cost paid adverts

Created an email communication to our email opt in's

Updated both our 'Write a will' page and Legacy webpages

Created and circulated a press release from the toolkit

Used our shops to promote the campaign (posters and flyers)

**Created a local radio advert – Dual message
(‘Write a Will Campaign and leaving a gift in your will’)**





What we achieved and learned



Website traffic for both our Legacy page and 'Write a Will' pages increased (neither were previously in our top ten pages viewed - legacy page was 4th most viewed, Write a will page 6th)

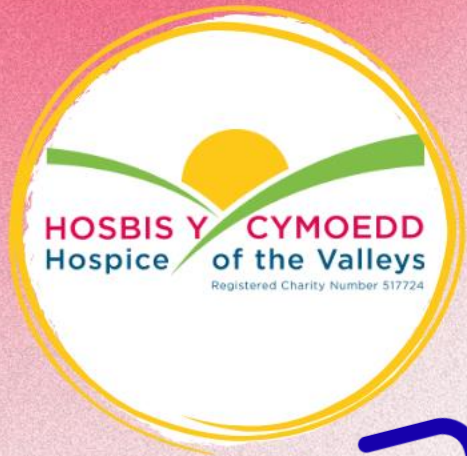


Increased traction and awareness of our 'Write a Will' Campaign

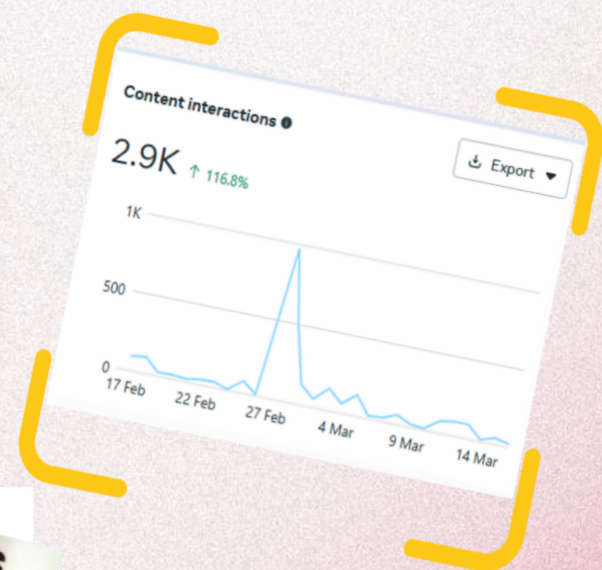


Lots of positive conversation both internally and externally about gifts in will and the importance of them. Clinical team gained a greater understanding of the importance of gifts in wills.

**We didn't receive any legacy enquiries or pledges
(but we didn't anticipate we would)**



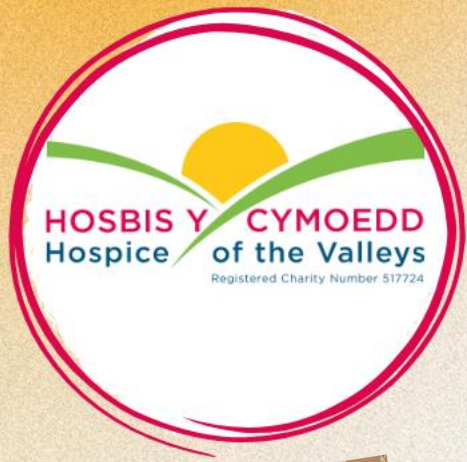
SOCIAL MEDIA SNAPSHOT



Top performing post
Views 17588
Reach 9984



Views 5639
Reach 3391



What we are planning for burst two

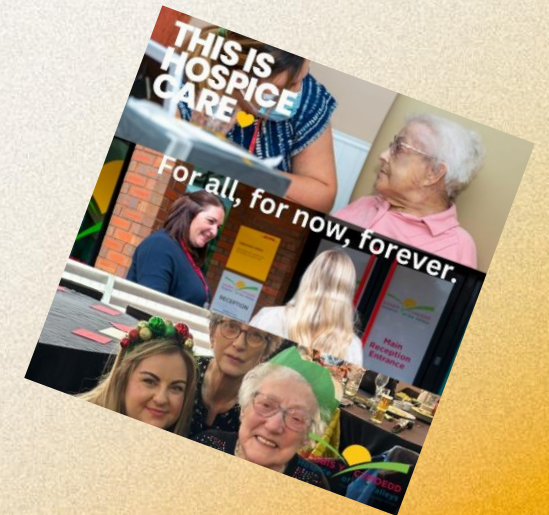
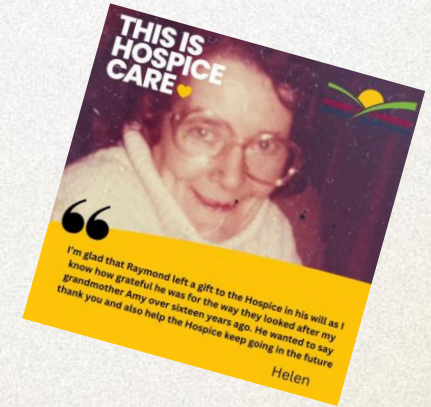
More of the same

Tweak social media content and test (some paid adverts)

Email to opt in's

Promotion via our shops

Due to the timing of the second burst, we won't be linking to the Write a Will campaign.



Hospice of the Valleys

✉ fundraising@hospiceofthevalleys.com

🌐 www.hospiceofthevalleys.org.uk





THIS IS HOSPICE CARE ♥

A fresh approach

- A new way of working
 - Comprehensive research
 - High quality creative
 - BRTV
- Brand / legacy messaging presented broader opportunities
- Fostered a shared purpose throughout the Hospice

Translating the creative

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HOSPICE
CARE** 



Our activity

Internal comms	Optimise internal awareness through existing channels 1:1 presentations
Digital	Website; campaign landing page and organic social
Warm comms	Cross-sell to warm supporters through existing communications
PR	Cross-Surrey collaboration, and stand-alone activity
Out of home	Billboards, bus stops and hospice banners
Paid social	Meta
Retail	In-store promotion across all 42 stores
Digital audio	Targeting 55+ audiences across our care area through Global Media DXE

Internal


**THIS IS
HOSPICE
CARE** ♥



Campaign landing page

**THIS IS
HOSPICE
CARE** ♥

Home > Latest news > Our latest campaigns > This is Hospice Care




**THIS IS
HOSPICE
CARE** ♥

Leave a gift in your Will

Gifts in Wills fund over 1/3 of our care. Help hospice care live on with a gift in your Will to Princess Alice Hospice.

[Receive your free Gifts in Wills Guide](#)

For all, for now, forever. ♥



"I am eternally grateful that I was able to get Tim into Princess Alice Hospice for his final days on earth. I told Tim, 'I've found you the best place.'"

— James, Tim's husband

[Read their story](#)

This is hospice care... ♥



It's everything you'd expect and everything you wouldn't...

"The Wellbeing Centre is a safe space for patients and their families. We offer a range of services, like reflexology, yoga, better breathing and pain management. Everything is thoughtfully designed to promote comfort, dignity and quality of life."

— Sophia, Wellbeing Services Manager



Helping hospice care live on...

"The hospice is wonderful. It's a wonderful place to be. I've been helping members of their team. It's brought a lot of comfort and a good end to a wonderful life. That's why we are leaving gifts in our wills to Princess Alice hospice."




— Kate and Henry, hospice staff and daughter

[Read more](#)


£11.5m
IT COSTS £11.5M EACH YEAR TO PROVIDE OUR FREE HIGH-QUALITY END OF LIFE CARE

Only 20%
ONLY 20% OF THE COST OF OUR CARE COMES FROM CORE NHS GRANTS

1/3
1/3 OF OUR CARE IS FUNDED BY GIFTS IN WILLS


[Request a Will Guide](#)



"Gifts in Wills are crucial in supporting the essential work of hospices like ours. That's why we're asking our incredible supporters to consider leaving a gift to Princess Alice Hospice to make sure we can be here in the future for more local"

Web form

**THIS IS
HOSPICE
CARE** ♥




Request our Gifts in Wills Guide

How can we help?*

☐ Please send me a free Gifts in Wills Guide

☐ I'd like to talk to someone

How did you hear about our campaign?

Please Select 

Rest assured, we never share, swap, rent or sell our supporters' details to other charities or third parties for marketing purposes. You can read how we manage and respect our data in our Privacy notice at www.pah.org.uk/privacy

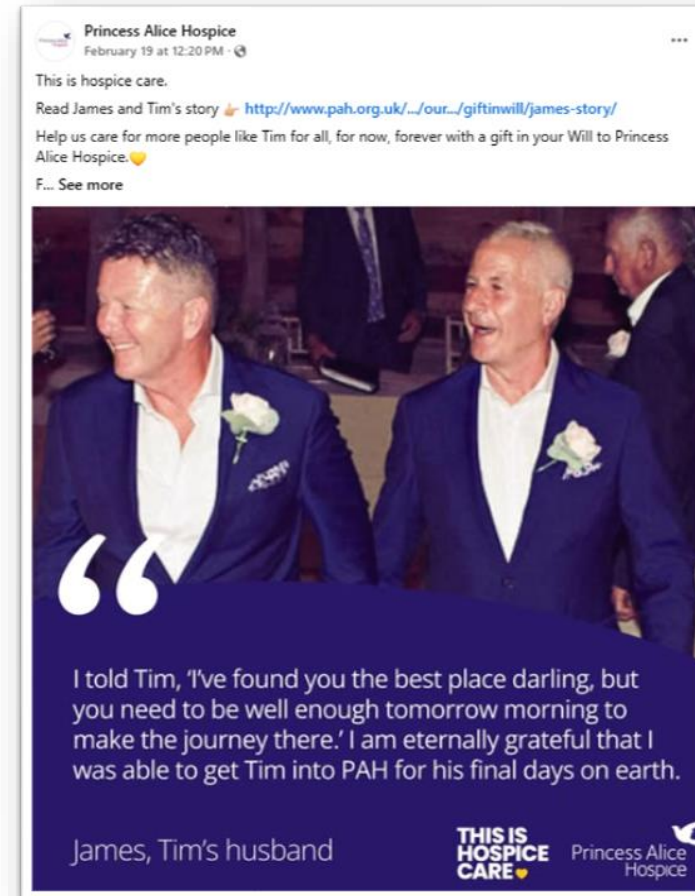
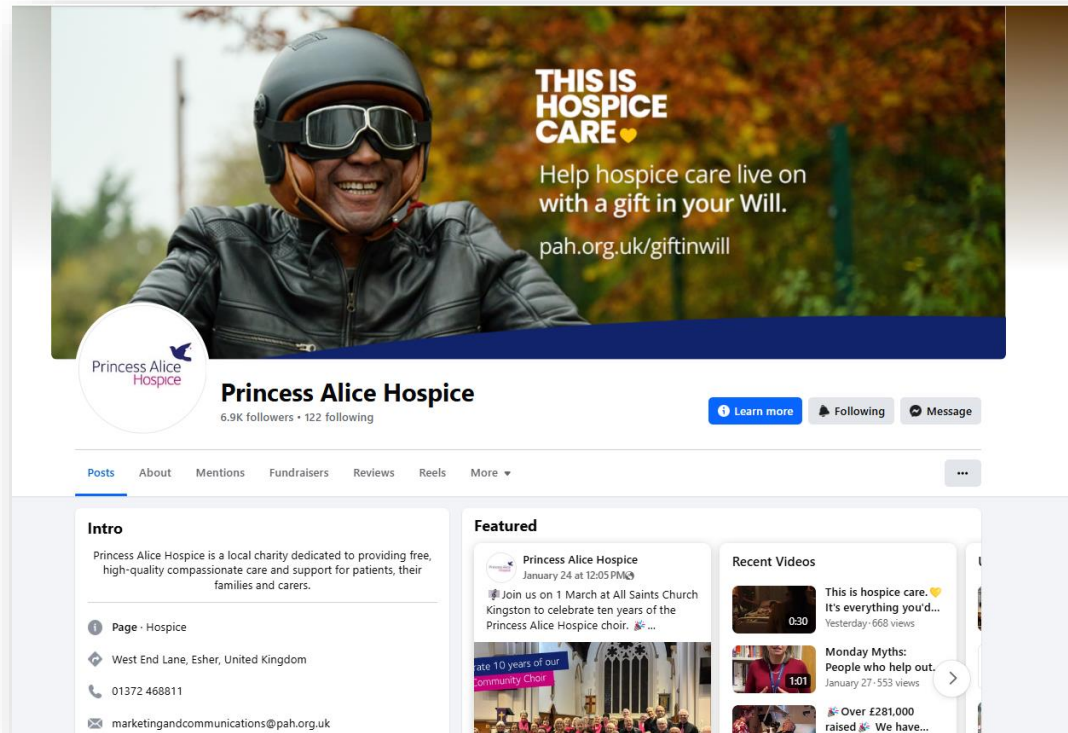
If you'd like to change your permissions at any time, please contact our Customer Experience Team on 01372 461808 or customerexperience@pah.org.uk

Please Select

- PAH website
- Billboard
- Bus stop
- Roadside banner
- Direct mail
- Social Media
- Poster
- Radio or podcast
- TV
- This is Hospice Care micro-site/search
- Search engine
- Shop
- The Hospice
- Volunteer Newsletter
- Other

Organic social


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Social media – B2B




**THIS IS
HOSPICE
CARE** ♥

 **Chris Millward** • You
Helping Legacy Giving to flourish.
4mo • Edited •


Our Chief Exec [Nigel Seymour](#) and [Hospice UK](#) CEO [Toby Porter](#) had the opportunity to share the This is Hospice Care campaign and talk about the vital role gifts in Wills play in supporting Hospice care with [Richard Meddings](#), Chair of NHS England and [Duncan Burton](#), Chief Nursing Officer for England during their visit to [Princess Alice Hospice](#) today. [#Thisishospicecare](#) [#HospiceUK](#)


 **Imogen Baker Othman** • You
Marketing | Brand | Communications
4mo •

I'm very proud to have led the rolling out of this powerful national campaign for Princess Alice Hospice. The work raises awareness of ...more


 **Hospice UK**
16,073 followers

We're proud to announce the launch of the "This is Hospice Care" campaign, a groundbreaking collaboration between 143 hospices, ...more



 **Neena Spary** • 1st
Senior Digital Marketing Executive - specialising in multichannel cam...
4mo • Edited •

Over the last few months I have been working on the local leg of the national [Hospice UK](#) campaign 'This is Hospice Care' to really capitalise on the brilliant TV ad and national campaign to debunk conceptions ...more

 **This is Hospice Care**
vimeo.com

20 5 comments • 1 repost

Like Comment Repost Send



13

**THIS IS
HOSPICE
CARE** ♥

Help hospice care live on

Princess Alice
Hospice

Princess Alice Hospice

6.9K followers • 122 following

Posts About Mentions Fundraisers Reviews Reels More

**THIS IS
HOSPICE
CARE** ♥

Help hospice care live on for all, for now, forever.

[view this email in your browser](#)

intouch

Whenever, wherever **Appeal**

Princess
Hospice

February 2025

"IMMERGE7]", I want to start by thanking you for your continued support, it means the world to us. Thanks to you, we can keep delivering compassionate care every day.

For People

Have you seen the 'This is Hospice Care' ad on TV?

Did you know that 1/3 of our vital care is funded by gifts in Wills? That is why we have partnered with Hospice UK for a national 'This is Hospice Care' campaign.

This is hospice care. Leave a gift in your Will to Princess Alice Hospice and help it live on for all, for now, forever. ♥

[Our campaign](#)

**THIS IS
HOSPICE
CARE** ♥

Princess Alice
Hospice

**Leave a Gift in your Will to
Princess Alice Hospice.**

pah.org.uk/giftinwill

4. Did you know gifts in Wills fund over 1/3 of our vital care?

We are proud to be part of the 'This is Hospice Care' campaign, a coalition of nearly 150 hospices, working together to protect the future of hospice care.

☐ **Please tick this box** if you'd like to receive a free copy of our Gifts in Wills Guide.

www.pah.org.uk/giftinwill If you've already pledged a gift in your Will to support our work, thank you.

**THIS IS
HOSPICE
CARE** ♥

Thank you

for your donation to Princess Alice Hospice. For more information on our fundraising approach, please visit **www.pah.org.uk/promise**
Your donation will be used where it is needed most.

**THIS IS
HOSPICE
CARE** ♥

Gifts in Wills fund over
1/3 of our vital care.

Princess Alice
Hospice

pah.org.uk/giftinwill

Princess Alice
Hospice

Local PR and press

**THIS IS
HOSPICE
CARE** ♥




get
SURREY



Out of home


**THIS IS
HOSPICE
CARE** ♥



**THIS IS
HOSPICE
CARE** ♥

Gifts in Wills fund over
1/3 of our care

pah.org.uk/giftinwill



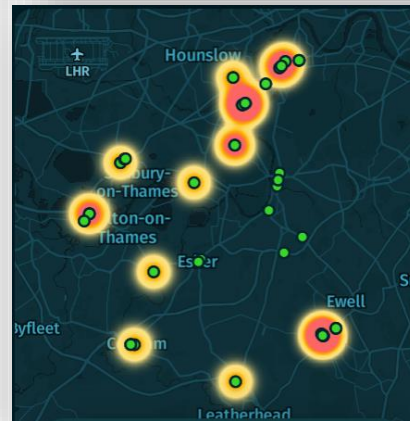
Princess Alice
Hospice



**THIS IS
HOSPICE
CARE** ♥

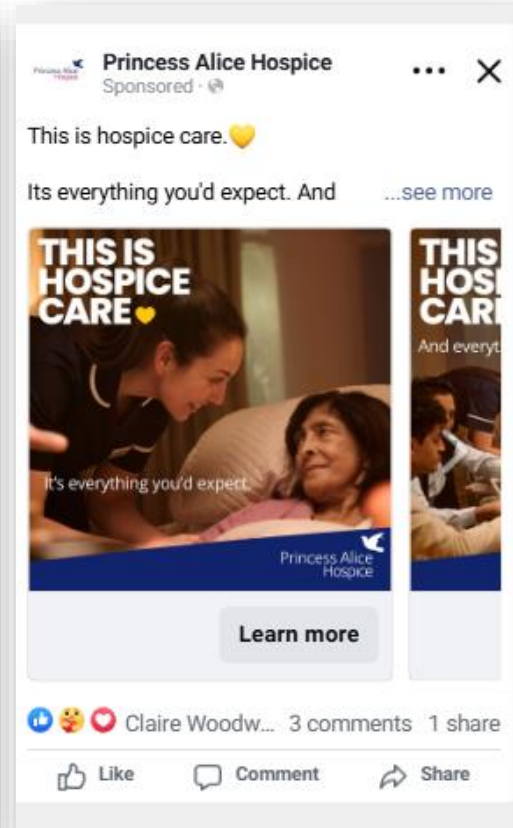
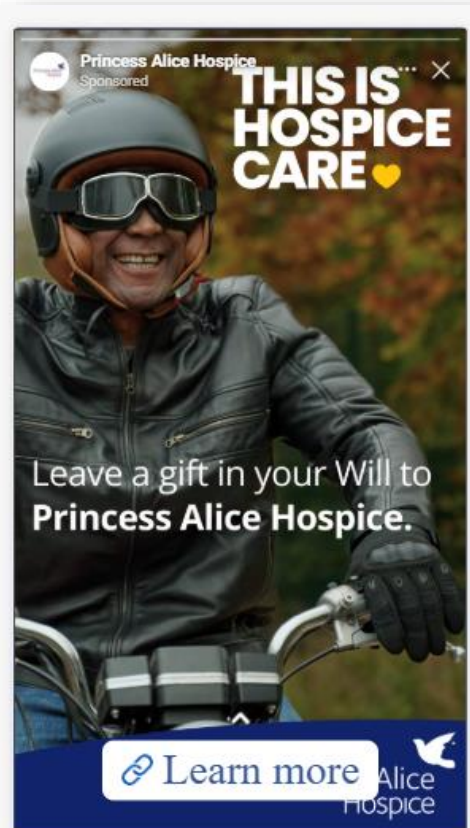
Princess Alice
Hospice

Leave a Gift in your Will to
Princess Alice Hospice.



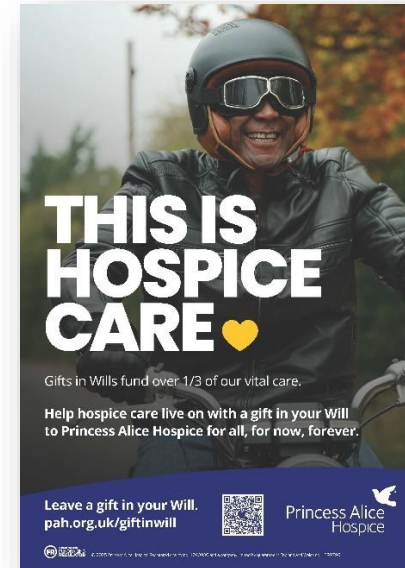
Paid social

**THIS IS
HOSPICE
CARE** ♥



Retail

THIS IS HOSPICE CARE ♥





Product Details	Quantity	Total £
Childrens Books	1	0.50
Sub Total	1	0.50
CASH Tendered		0.50
Change		
Receipt No:316390		
Gifts in Wills fund over 1/3 of our vital care. Help hospice care live on with a gift in your Will to Princess Alice Hospice. www.pah.org.uk/giftinwill		



Digital audio

**THIS IS
HOSPICE
CARE** ♥



Great learnings

- The broad mix of channels was key to success. While some stood out, all had an effect
- Our 42 store windows were invaluable in linking the BRTV and PAH as your local hospice
- There is no substitute for enthusiasm. Created a buzz and awareness of legacy giving across the Hospice
- We are just getting started. We have the opportunity and determination to build on the work year on year

What's next?

September – focus on low-cost activities – reusing all previous materials (campaign page, socials etc.). Producing items that can be stored and used again

February – refreshing the work using new HUK assets and PAH content and undertaking more tests:

- Bus backs
- Train station advertising
- Legacy roadshow at retail

imogenothman@pah.org.uk

A close-up photograph of a woman with long brown hair smiling and hugging a person with dark curly hair. The woman's face is partially visible as she embraces the other person. The background is softly blurred, showing what appears to be an indoor setting with warm lighting.

**THIS IS
HOSPICE
CARE** ❤️

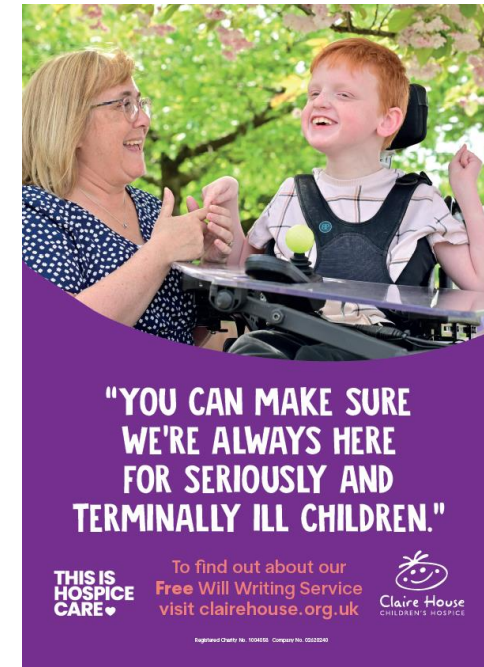
THIS IS HOSPICE CARE



Claire House nurse Clare with Parker

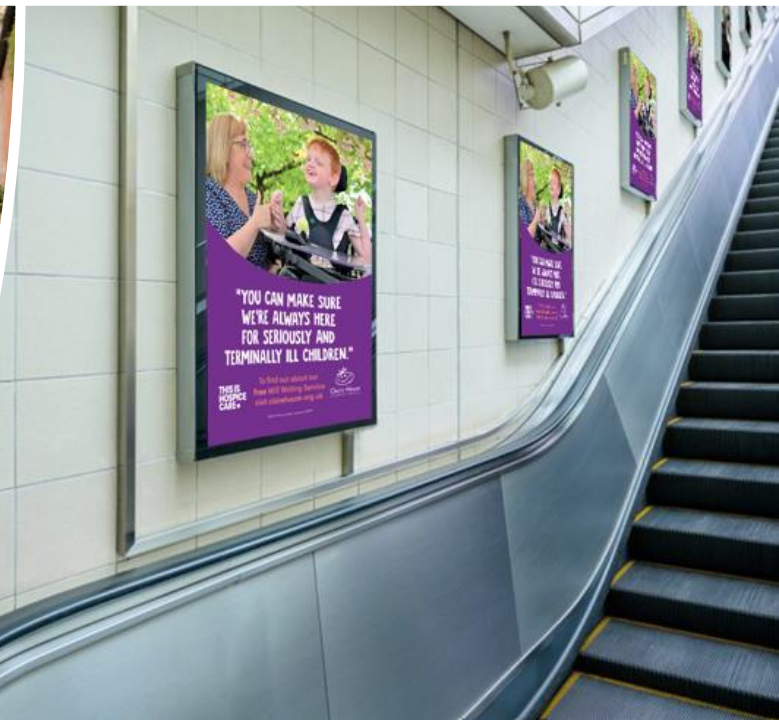
Updated marketing materials to include 'This is hospice care'

Retail shop posters and our gifts in Wills guide



We engaged our own local advertising campaign across our region

- Buses
- Bus stops
- Escalator panels in train stations & on trains
- Local radio



We forgot to mention it was EVERY panel! 😊



Radio Ad



'I DON'T KNOW HOW WE'D COPE WITHOUT CLAIRE HOUSE'

Mum shares how you can help families during the toughest of times.

Waiting to see their baby for the first time, parents Diane and Matthew Tickle were excited to watch the tiny heartbeat on the screen.

However, excitement was replaced with uncertainty as the 12-week scan revealed their son had a chromosome abnormality.

Claire House Children's Hospice has been by their side ever since Luke was born with a rare developmental disorder. The charity helps seriously and terminally ill children and their families at its Wirral hospice, Liverpool site and in the community.

"Luke has Comella de Lange syndrome. He is also visually and hearing impaired and relies on oxygen," explains mum Diane.

"Luke stays for respite at Claire House. We can recharge and focus on his brothers, Jacob and Dylan, knowing Luke is having the best time."



"Claire House has become a lifeline. We don't know what the future holds. There are so many hurdles, but we know Claire House is always there."

Thanks to kind-hearted supporters, mums like Diane see the smile on their child's face as they splash in the hospice's hydrotherapy pool or enjoy activities.

Emma Newell, from Claire House, says: "Our supporters' donations help fund the best

specialist nursing and end of life care, emergency respite and bereavement support.

"We have one chance to get care right for families, when they need us most, and to ensure a family's time together is filled with precious memories."

"Three in ten children we care for are funded by gifts in Wills, these vital gifts make a huge difference. We are extremely grateful to those

who consider such a special way to support Claire House."

CAN YOU HELP A LOCAL FAMILY BY INCLUDING A GIFT IN YOUR WILL?

We're always here for those that need us...and you can be too.

To find out how a gift in your Will could make a difference to parents like Diane and Matthew, scan the QR code, call us on 0151 343 0893 or visit clairehouse.org.uk/wills



Registered Charity No. 1004058 Company No. 02620240

A LOTTERY PLAYED, A LEGACY LEFT

CLAIRE HOUSE LOTTERY PLAYER TOM SHARES THE HEARTFELT REASON HIS WILL INCLUDES A CHARITY GIFT.



He explains, "I was 37 and thinking I wouldn't need it for many years. But it was a comfort knowing I could help children and their families in the future."

"Sadly, a year later, I was diagnosed with mesothelial cancer and told my prognosis was six months to two years. This came out of the blue, but it was a comfort knowing that my legacy would support Claire House's amazing work."

"Since becoming ill myself, the idea of giving children and their families support in their final days seems much more important than money."

Tom decided to sell his house and bought a canal boat for him and his dog Blue.

He says, "I'm doing well, but whatever happens, I am grateful that I've made my Will and that my wishes will be followed."

"I'm still playing the Lottery. It's a great way to help the charity with a small, monthly donation now, and a gift in my Will for the future."

To find out more about the free Will-writing service and how a gift in your Will can make a difference, please visit clairehouse.org.uk/wills or call 0151 343 0893.

For more about the Claire House Lottery, go to lottery.clairehouse.org.uk

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"IT'S MORE THAN A PIECE OF PAPER. IT'S A FAMILY LEGACY"

Claire House volunteer Estelle shares why she is helping families during the toughest times, now and in the future.

When Estelle first heard about the need for a specialist children's hospice, she knew it was a place where families could find support and comfort.



Families also can rely on support from Claire House's Bereavement Team.

"I've seen how much support families can find at Claire House. It's more than a piece of paper. It's a family legacy."

Estelle's support has been a lifeline for many families. She says, "I've seen how much support families can find at Claire House. It's more than a piece of paper. It's a family legacy."

Following her husband's death and working at other families, Estelle's support has been a lifeline for many families. She says, "I've seen how much support families can find at Claire House. It's more than a piece of paper. It's a family legacy."

3 IN 10 CHILDREN WE CARE FOR ARE FUNDED BY GIFTS IN WILLS

To find out how a gift in your Will can make a difference, about our free Will Service or with any questions please call 0151 343 0893 or visit clairehouse.org.uk/wills

THIS IS HOSPICE CARE



Supporting families in need

Raising awareness through real life stories

Local newspapers, local handbooks, our Claire House magazine and newsletter

Cake!

Day of campaign
launch

Get staff excited about
the campaign





Simple but effective!

- Business card size cards
- Introduced at our staff conference in February
- Can be added on to staff and volunteer lanyards
- Given to ALL members of staff across our hospice care team, fundraising, corporate services, retail, ELT - everyone!



Spark conversations

- Our '**3 in 10 children we care for are funded by gifts in Wills**' impact statement clearly visible
- If a conversation is started – the small cards can be passed out with 'how to find out more' contact information on the back

40

**Gifts in Wills
enquiries
during the campaign
period 2025**

(versus 5 enquiries the same time
last year 2024)

12

Current
Supporters

3

Claire House
Families

1

FR from another
charity

2

Volunteers

22

NEW
Supporters

Progression of enquiries
since the campaign

4 have since withdrawn
from enquiries

July 2025 update

12 of the 40 have already
pledged gifts in their Wills
for Claire House! 😊



In partnership with
octopuslegacy

11

Our gifts
in Wills
guide

23

NFWN
referral

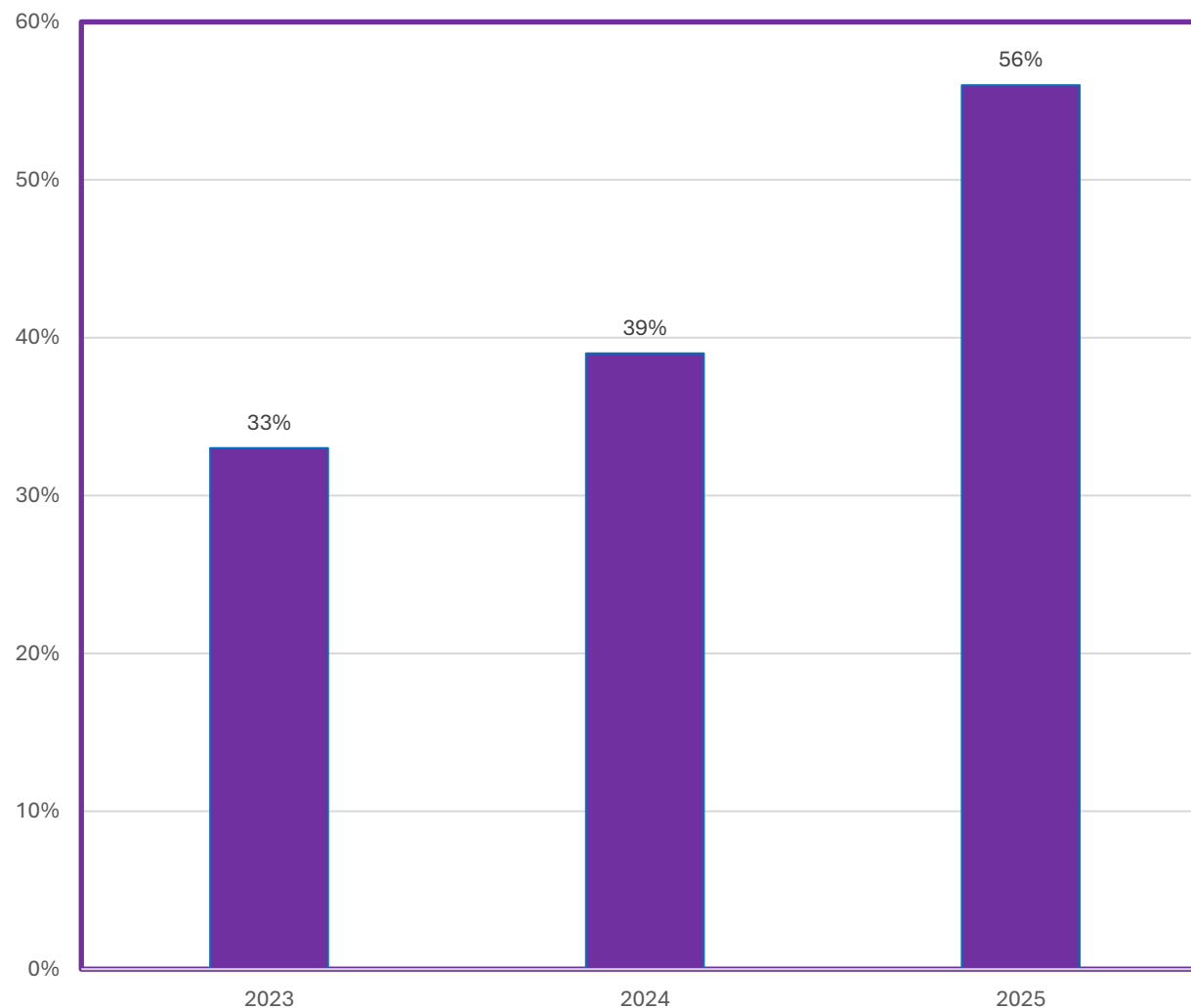
2

Octopus
Legacy
referral

Telemarketing Campaign

April/May 2025

- In **2023** call conversion to legacy enquirers was **33%**
- In **2024** call conversion to legacy enquirers was **39%**
- In **2025** call conversion to legacy enquirers was **56%**





Any questions?

Janet Abraham:

janet.abraham@clairehouse.org.uk

Emma Newell:

emma.newell@clairehouse.org.uk

Q&A

Year 1 Burst 2 Creative Clinic