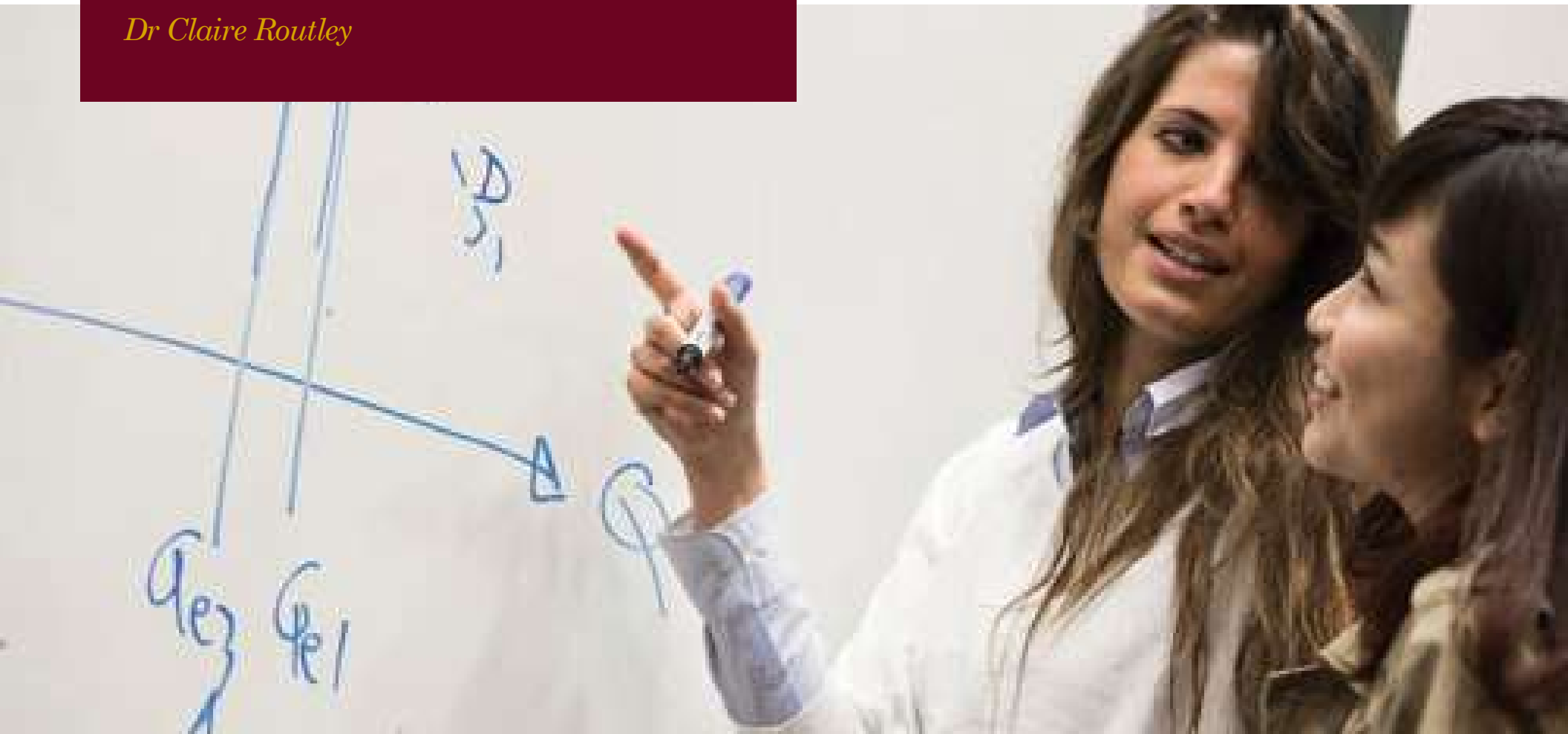
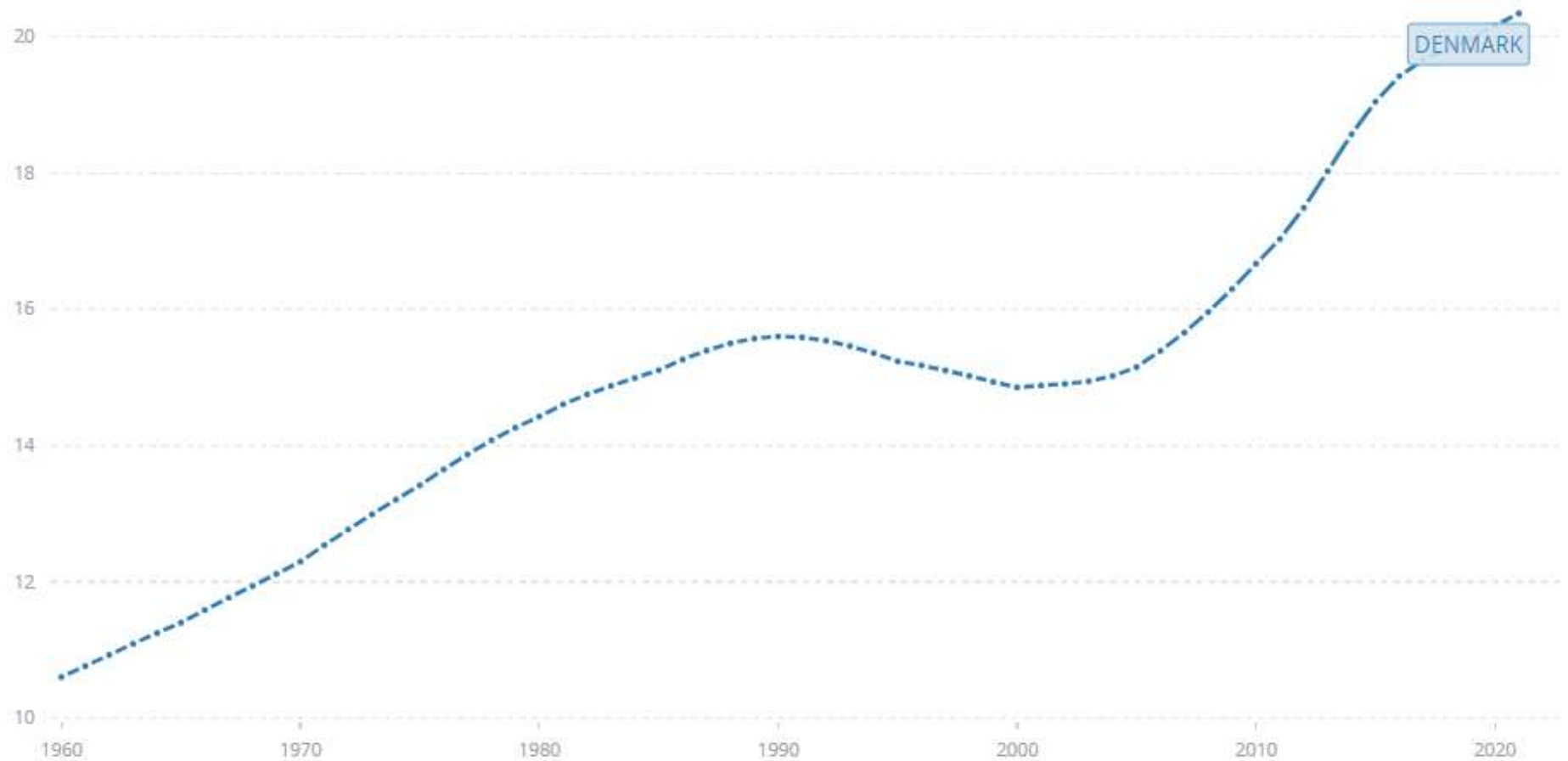


LEGACY GIVING / WHAT CAN RESEARCH TELL US?

Dr Claire Routley



More and more Danish people will be thinking about what they want to leave behind them...



Danish population aged 65+ as a % of total population

Understand who you're talking to

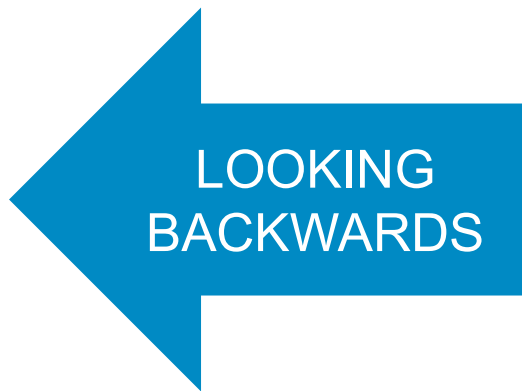


Photo by [Ravi Patel](#) on [Unsplash](#)

Understand why they give



Legacy gifts are motivated by



Giving to charities that reflect or have impacted their own life stories
Often linked to remembering a loved one



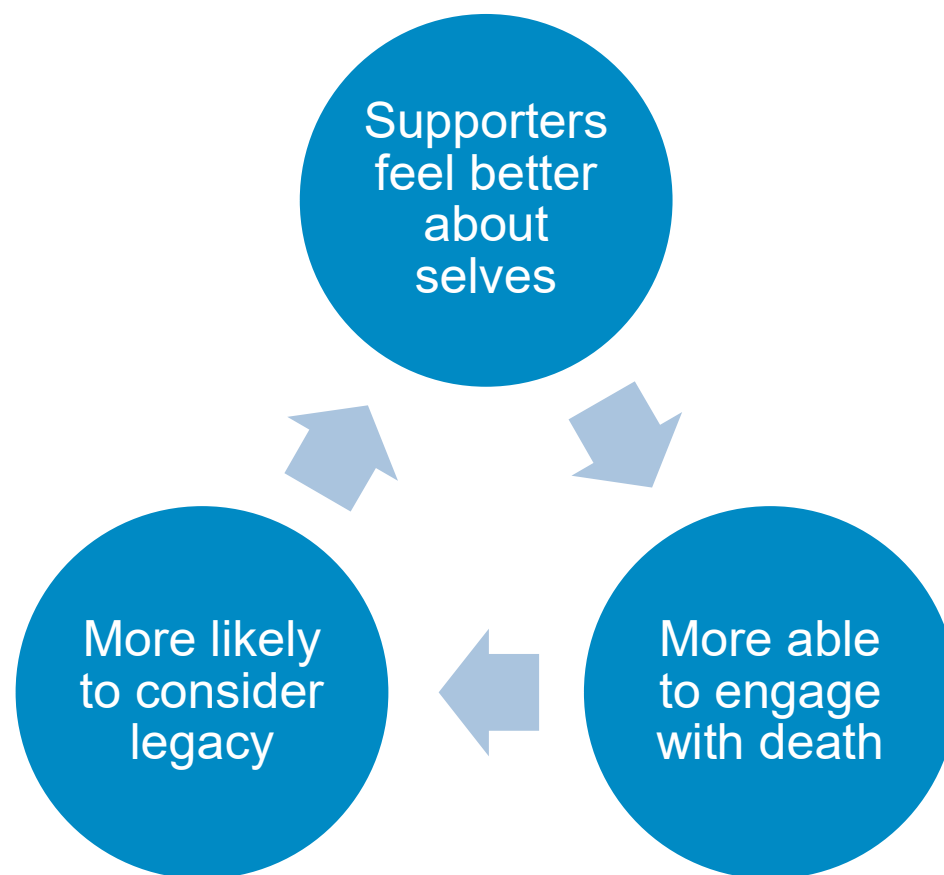
Social influence and social norming are important in legacy giving
People will often research their chosen charity to ensure that their gift will be spend effectively



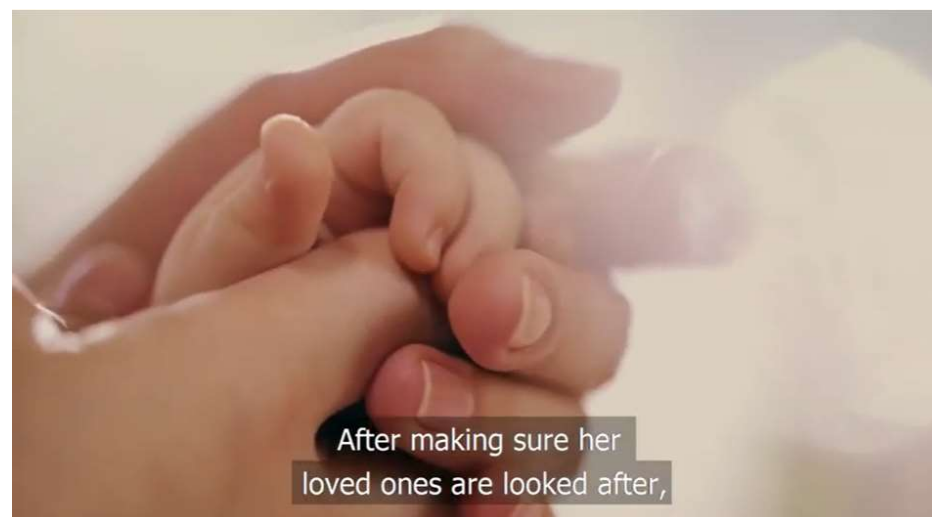
Opportunity to live on beyond their own lifespan by associating themselves with a charity whose services and values will carry on into the future

Routley, Sargeant and Day 2018

Understand the virtuous circle



Using these motivations in practice



Over to you...



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