

Will Aid: solicitors building better futures

Peter de Vena Franks explains why joining the Will Aid campaign can benefit everyone involved

The success of Will Aid rests solely on the participation of solicitors—but every year demand exceeds expectation. It's not too late for you to help us for our 2019 campaign.

We urgently need more solicitors to sign up to our charity will-writing campaign as demand for wills soars. Will Aid, which takes place throughout November, asks solicitors across the country to volunteer a portion of their time and waive their fee for writing a basic will, inviting clients to make a voluntary donation instead. Money raised is then shared between nine of the UK's best-loved charities. Although hundreds of firms join the campaign every year, we always receive tens of thousands of enquiries for wills across the UK and there are never enough solicitors to fulfil them. So, with just weeks before we kick off, why should you get involved?

It's easy

This is a really simple initiative and you can pledge as much or as little time as you want. The Will Aid team carries out all the admin associated with the programme so there is no complicated paperwork or VAT for you to deal with.

Change lives in the UK, and around the world

The time and expertise you volunteer help change lives for the better, here in the UK and around the world, through the donations you raise. The suggested donation for a single basic will is £100 and £180 for a pair of basic mirror wills.

Over the last three decades, solicitors like you have raised more than £20m for the vital work of the nine partner charities, with many millions more in pledged legacies—an incredible achievement!

Showcase your expertise

Will Aid raises awareness of the need to have a professionally drafted will in place as the best way to ensure ones wishes are met.

The scheme is an opportunity for you to

educate people on the importance of using a professional instead of opting for online templates or DIY jobs which do not offer the same safeguards.

Meet new clients

The majority of Will Aid solicitors tell us they also gain fee-earning business from Will Aid clients. Will Aid only covers a basic will and many people need something a little more complex. Any work over and above a basic will can be charged for at your normal rates. Will Aid is also a great way to build relationships with new clients that will go on to need your services in the long-term too.

Boost visibility

Being part of Will Aid can improve the visibility of your legal firm and provide a wonderful platform for publicity. After all, playing a part in Will Aid is a great way to promote your firm in the local community and our PR team is on hand to help in any way they can. Most of the solicitors who take part use our template press releases and expert contacts and guidance to get the word out there and celebrate their success in the media. Others use their connection with Will Aid on their publicity materials, emails and websites, helping the community identify them as generous, responsible companies.

Will Aid generates a lot of positive media attention—and that can only be good for business. And when you register we provide you with a whole range of publicity material to help you with your PR.

The nitty gritty

As part of the Will Aid programme, participating solicitors waive their fee for writing a basic will or pair of basic mirror wills and instead, clients are just asked to make a voluntary donation to Will Aid. Any additional work over and above a basic will can be charged for separately and is paid to the firm.

The scheme takes place across the country from 1 to 30 November and the

donations raised support the vital work of nine of the UK's best-loved charities—ActionAid, Age UK, British Red Cross, Christian Aid, NSPCC, Save the Children, Sightsavers, SCIAF (Scotland) and Trocaire (Northern Ireland).

How it works

- ▶ Register via our website at willaid.org.uk/solicitors/register or by calling us on 0300 0300 013.
- ▶ Will Aid guides local people wishing to make a will to your practice.
- ▶ You waive your usual fee for a basic will, inviting clients to make a voluntary donation to Will Aid instead.
- ▶ Suggested voluntary donations are £100 for a basic single will or £180 for a pair of basic mirror wills.
- ▶ You can take on as many or as few Will Aid clients as you wish.
- ▶ We provide everything you need for a Will Aid campaign.
- ▶ The donations you raise are then divided between the nine Will Aid charities and support their vital work.

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Sign up today and help transform lives here in the UK, and around the world—all while bringing new business to your firm.

Register via our website:
willaid.org.uk/solicitors/register

Or by calling:
0300 0300 013

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