

*keep*pace

Fundraising
Consultancy

All you need to know



keepace



Smee&Ford

Eden Valley Hospice
JIGSAW
Cumbria's Children's Hospice



Duchenne UK



ROYAL COLLEGE OF MUSIC
London



Our clients



keepace

Adopting
an inspiring
approach.

Are you looking at
your fundraising income?

We can support you.

keepace



1. Focus Groups
2. Training Workshops
3. Legacy Administration
4. Legacy Marketing Training
5. Direct Mailings & Door drops
6. Legacy Adverts
7. Strategy Reviews & Development



*keep*ace

Focus Groups

We will get to know your organisation and share insights with you to understand opportunities, challenges, concerns and existing assumptions. These insights enable internal buy-in for new projects such as embarking on new fundraising activities or onboarding new staff.

keepace

Focus Groups

'I just wanted to drop you a quick email to thank you, I was having a rather rough day and I left our call re-energised, and optimistic. It's great working with you...'

Connor James Chief Officer.
Age Cymru, West Glamorgan



Training Workshops

We provide a whole host of training opportunities ranging from fundraising fundamentals, understanding supporter motivations, understanding what a legacy fundraising healthcheck looks like, to practical advice on how to improve marketing, administration and balance limited resources.



keepace

Training Workshops

'Thanks for your latest training session for Make A Will online clients, I always walk away with interesting anecdotes from your sessions. In fact, we're still getting positive feedback from the Workshop on Legacy Marketing you ran last year. We look forward to working with you again.'

Oliver Asha, Solicitor and Head of Legal
Make a Will online





*keep*ace

Legacy Administration

We can review your processes, prioritise your case load and teach the team legacy administration essentials. If you'd like your legacy administration matters managed, we can do that for you. Our support is flexible, tuned to your needs and our expertise is only a virtual call away.

keepace

Legacy Administration

'Working with Keepace has helped us transform our processes, streamline the way we record information and made things so much more efficient.'

Natalie Matius – Legacy Officer
The Royal College of Music, London.

keepace

Legacy Marketing

We work with you, Keepace can help you deliver fully integrated marketing campaigns using Direct Mail, Door Drops, Social Media, Web content, audio, video and out of home marketing where posters can be displayed on boards and poster cases. We help with events too and become an expert additional member of your team for as long as you need us.

We'll refresh your resources and provide excellent marketing materials to be used internally, externally and across media.

We can create onboarding and internal training resources on and offline.

We work with other third parties including your preferred agencies or can create everything for you. We adapt our approach to suit your needs.

keepace

Legacy Marketing

Whether you are new to fundraising or simply require an appeal to be delivered due to gaps in resource we will support you every step of the way.

West Glamorgan age cymru

We're writing to you today because we haven't spoken to you directly for a while and you are an important part of our extended family here at Age Cymru West Glamorgan.

You may be aware or well not be surprised to hear that in the last few years, people in our local area have needed our services more than ever.

In fact, we are seeing demand at almost crisis levels. The more you can imagine how some people in our community have felt very isolated and we've been told that receiving a call or visit from our support services can mean everything.

As you know, our aim is to provide a practical, friendly, friendly, and available professional service with sound advice that's freely shared. We also provide help that's needed to access benefits, but sadly, we too are struggling with cuts. Our survival depends on vital donations, and so we are asking for your help.

First, we'd like to know what Age Cymru West Glamorgan means to you? How have we changed your life or the life of someone you care about? Your answers will help us focus on the most important problems when resources are low, and we'd like to thank you for sharing your thoughts.

Secondly, in the past we have been fortunate enough to receive a gift in people's Wills. If you have decided to leave us a gift in your Will, we'd love to hear from you so that we can say thank you. We are also offering a completely free way to make a Will or update your existing one and we'd like to share this offer with you.

Finally, if you can donate today, or set up a monthly promise to tell you about the difference this will make.

We know how important it is to feel looked after. That's why we provide services that make a difference. Whether it's practical support with daily tasks or providing specialist information and advice, we can support you.

Our advisors can help you to access benefits, offer specialist dementia services and give you advice on adapting your home. We can support you to combat loneliness and even to access health services.

Our Help at Home team can help with cooking, cleaning and companionship. This service can also provide a much needed break for unpaid carers.

We wait for your feet! Our foot service is available from the comfort of your own home.

But we couldn't do any of this without you.

Thank you for being there for us, so we can keep delivering support.

£15.80 Could help us take a call from someone needing help.
£25.30 Could provide specialist support to someone living with dementia.
£50.60 Could pay for advice that will help someone access vital benefits.

You can call to donate on 02 01792 648866 or scan the QR code with your mobile phone.

Our Just Giving Page

Thank you for all the advice and support you provided for my Mum, I'm very grateful because I couldn't have helped her grow out her finances all by myself.

Thank you for allowing me the time to benefit, knowing Dad had company and someone to talk to!

West Glamorgan age cymru

West Glamorgan age cymru

Would you like to give?

Please complete the form below to let us know what you are interested in giving us for future events, Will's and Legacy. **Gifts are applicable.**

Age Cymru West Glamorgan services include:

Yes, I'd like to attend future events to learn more of

Yes, I'd like to hear about other ways to support Age

I would like to leave a gift in my Will to Age Cymru West Glamorgan

I would like to hear more about your Free Online Will

Title: FIRST NAME

Address:

Home phone:

Email:

Questions? Visit us to change how we communicate or email enquiries@agecymru.org

Please return this form in the prepaid.

Your Details

First name: Surname:

Address:

I would like to donate: Possible I would like to give a monthly gift of:

Your donation: £15.80 £25.30 £50.60

Other £:

Please make cheques payable to Age Cymru West Glamorgan. If you would prefer to donate by card please fill in details below.

Card No:

Expiry Date: /

Name as it appears on the card:

Bank Building Society account number:

Branch Sort Code:

Name and full address of your bank or building society:

Address:

Postcode:

Signature:

Date: / /

Age Cymru Donor Reference:

Age Cymru Donor Reference:

Gift Aid declaration

Make your ADDITIONAL DONATION worth 15% more - giftaid it!

I would like Age Cymru West Glamorgan to treat this donation and any donations I make in the future as additional gifts of 15% more worth 15% additional, with nothing you owe us. I understand that if I pay less income tax or have no income, I will not be able to claim Gift Aid. I understand that Age Cymru West Glamorgan will retain 75p of tax on every £1 that I give.

Signature:

Date:

West Glamorgan age cymru

Team Statements

You're invited to hear more about our services

Will you join us this Autumn 2022 at one of our events?

Fill in the form on the letter, detach and return. We'll update you nearer the event with a venue and timings.

West Glamorgan age cymru

Registered Charity No. 112285

Legacies Transform Lives Find out about FREE Wills

Did you know you can write a completely **FREE Will** with our expert services? You'll have the option of leaving us a gift which will transform the lives of older people in our communities and help them live and age well.

We'd like to share our **FREE Will writing offer** with you either online or by telephone you can **Call 0800 612 8352** to speak to an adviser, scan the QR code with your smartphone or use the website link below.

Working with **FREE WILLS**

Make your FREE Will at:

www.freeills.co.uk/charityage-cymru-west-glamorgan

keepace

Direct Mailings & Door Drops

Generate income and awareness of your mission by engaging with your supporters via mailings.

Keepace can show you how to do this, train staff who haven't run mailings before, deliver the whole campaign or appeal for you, set targets and assess the results.



keepace

Direct Mailings & Door Drops

'We worked with Keepace and sent a joint lottery and legacy mailing with personalised content to different segments of our database.'

It was the most sophisticated mailing we'd done and we were confident and successful in doing this with the assistance of Clare and her team.'

Judith Steward – Fundraising and Lottery Manager at Queenscourt Hospice.



Forget Me Not Appeal

Online - www.queenscourt.org.uk/forgetmenot
By scanning the QR code on this letter
By Post: By filling in the form and send back in the envelope supplied

£15.30
Could help us provide healthy and delicious meals for our patients

£30.60
Could help us purchase books for our family bereavement support services

£100.20
Could help fund our community services for patients at home

Everyone has their own story for why they support Queenscourt Hospice, it truly is a wonderful place. My Dad was there and he was a passionate gardener, so now I am proud to make the gardens beautiful for other patients and their families to enjoy. **Shelley, Volunteer Gardener**

Donate online and dedicate a flower in our virtual garden
www.queenscourt.org.uk/forgetmenot

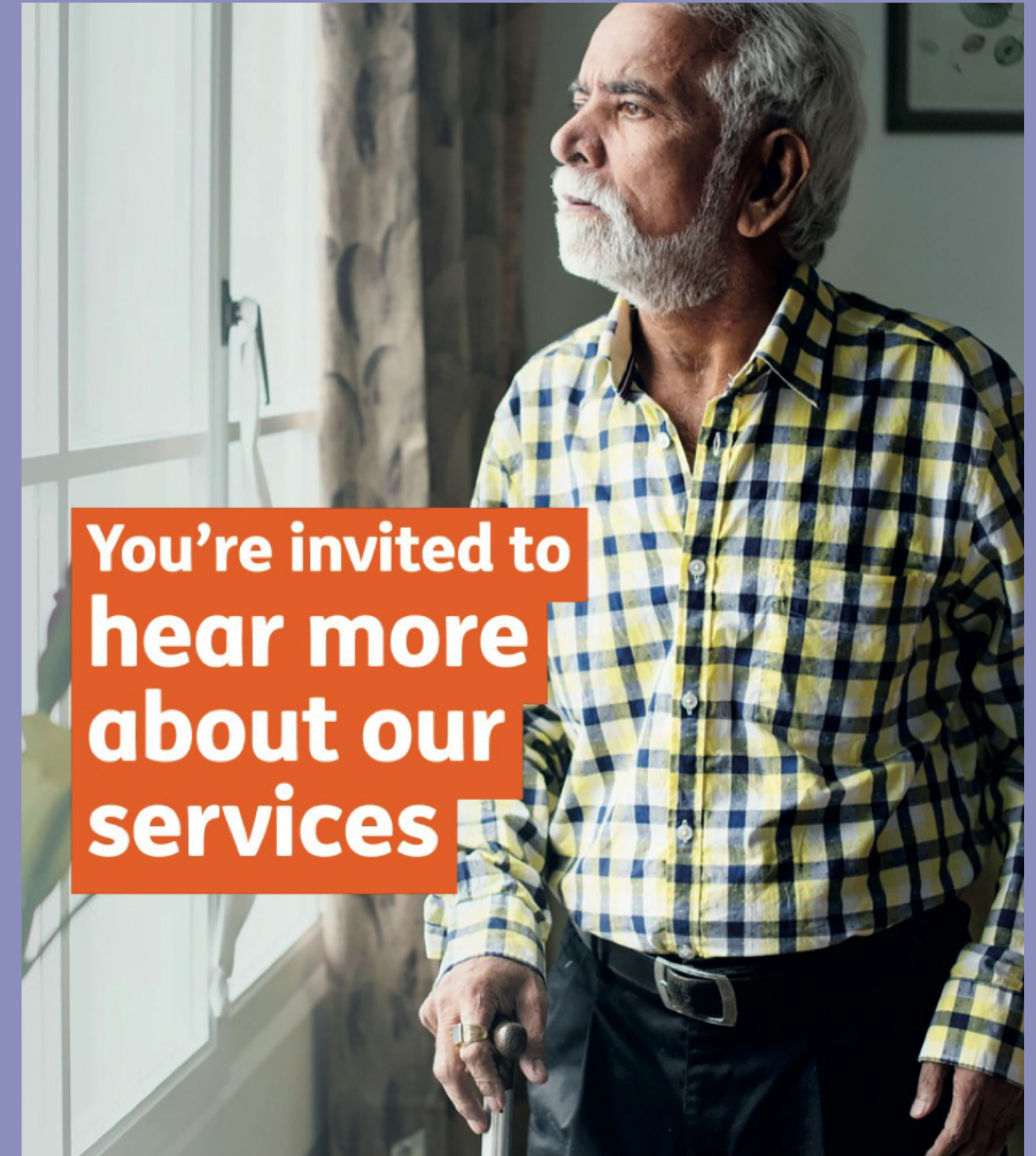
How you could help...

£19.60
May go towards allowing our patients to have bright sensory experiences in the warmth even as energy costs rise for us all.

£32.20
May help provide siblings access bereavement when they face losing a precious brother or sister.

£100
May help pay for a family to stay at the Hospice in private accommodation while they need specialist compassionate care.

"Just incredible"
"It's so reassuring to know nurses will manage a child's pain and allow them the chance to smile and be themselves even if we can't add more days to their lives, but we can share more life together in those shortened days. The care is second to none, they have the best team members, they are just incredible." – **Andrea Mortimer, Jacob's mum**



Will you join us this **Autumn 2022** at one of our events?

Fill in the form on the letter, detach and return. We'll update you nearer the event with a venue and timings.



Registered Charity No. 1140989

*keep*ace

Legacy Adverts

Apply superpower to your marketing messages and make them come alive with visual, audio and film content.

We'll create an appeal and provide guidance and recommendations to make the most of marketing materials to be used internally, externally and across media.

We work with Brilliant Trees Media to create inspiring radio film content at affordable costs, tailored to your budget.



**In a world
where we can
be anything
let's be kind.**



keepace

Legacy Adverts

'Eden Valley Hospice commissioned a TV advert for ITV in Cumbria and worked with Keepace to deliver an integrated campaign including a launch event and use of content in subsequent direct mails to maximise impact.'

[View the Ad](#)



**In a world
where we can
be anything
let's be kind.**



keepace

Strategic Reviews & Development

When you embark upon a new activity it helps to develop a plan.

If you have a strategy in place but need to add to it, we're here to help. Keepace work with charities of all sizes, and we know creating internal buy-in makes a huge difference.

Our strategies are not a pretty document that sits in a draw, we develop working documents and continue to support you as you implement the recommendations and actions.

We promise to hold you to account.

keepace

Strategic Reviews & Development

We have moved from a project phase to ongoing mentoring with a number of hospice, air ambulance, higher education and benevolent fund clients.

An ongoing relationship means we can train new staff, support the promotion of existing resources and jump back in to deliver an appeal when necessary.

*keep*pace

**Fundraising
Consultancy**

Thankyou.