

Social proof / Norming

People are more likely to follow group norms, especially when they admire or relate to the group.

Self-signalling

People behave in ways that reinforce the type of person they believe themselves to be especially if their actions will become known.

Reciprocity

People often respond to a positive action or gift by providing something in return.

Reward substitution

Immediate rewards, which appeal to people's impulsive nature, for behaviours that are actually good in the long run.

Self-signalling



Application:

The first Will and the first time a charity is included in the Will are critical decision points about one's life story.

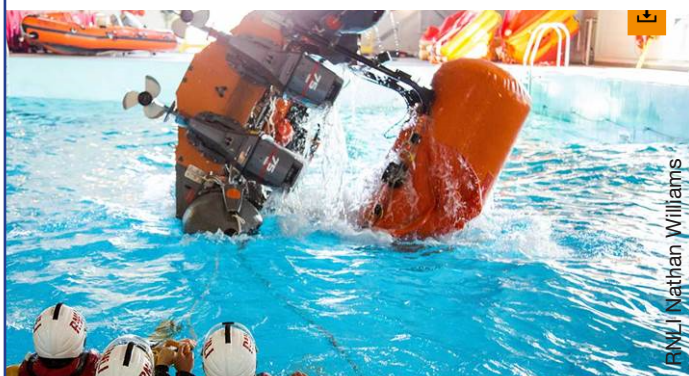
Social proof / Norms



Application:

At the time of writing a Will, a norming effect prompted by the solicitor will increase the % and value of Gifts in Wills.

Reward substitution



Application:

The role of events, bequest clubs, supporter communications and alternate financial structures as a reward for contributing to the future of your mission. Consider application for public versus private giving.

Reciprocity



Application:

Free/Discounted Wills Days or Will preparation.
Trust structures i.e Make a gift at end of life and receive tax relief during your life.