


[Home](#)
[Register Now!](#)
[Arts, Culture & Humanities](#)
[Education](#)
[Environment](#)
[Health](#)
[Human Services](#)
[Public Works and Advocacy](#)
[General Fundraising](#)
[Special Features](#)
[Expert Opinion](#)
[PNN Worldwide](#)
[PNN On The Road](#)
[Archive](#)
[Career Center](#)
[E-Learning](#)
[Directory of Services](#)
[Conferences and Events](#)
[Advertising](#)
[News Alerts](#)
[Contact Us](#)

## Seven NGOs Start Campaign in Spain on Charitable Gifts in Wills

Posted by: Daryl Upsall on Tuesday, May 15, 2007

Topic [PNN Worldwide](#)

Seven international Non Governmental Organizations (NGOs) have gathered to start a campaign in Spain on charitable gifts in wills. The campaign was lunched with a two page editorial speard in Spain 's biggest selling national newspaper El Pais.

SOS Children Villages, Amnesty International, Intermon/Oxfam, Medicos del Mundo, Plan International - Spain, UNICEF and WWF/Adena are the NGOs that have taken the step of this innovative campaign. The main goal is to inform the public about writing a will and the possibility to leave a charitable bequest in it. Writing a will is an easy and inexpensive procedure, useful to decide over one's wealth management and avoid further troubles to family and relatives. The person who writes a will can thus arrange his/her wishes and make sure that those will be perpetuated after s/he is gone.

The campaign named *"Would you sign to leave a better world?"* has drawn heavily on the experience of the UK *Remember a Charity* campaign and appreciates the help and advice given by its Director, Jonathan Parris. The launch of the campaign in Spain has been the brainchild of Madrid based British fundraiser Daryl Upsall. He has been arguing the need for such a campaign since 2003. The launch is the fruition of 4 years of cajoling and persuading Spanish charities to begin to work on legacy fundraising.

Daryl Upsall and his [agency](#) and associated telephone fundraising and face-to-face agencies have helped to transform the Spanish fundraising market in the last 6 years and have raised over 35m Euros for Spanish charities in the process.

Legacy gifts are not very common in Spain, but yet very usual in other nearby countries since many years ago. In fact, charitable gifts in wills are a good part of the income of many NGOs in other European markets.

The NGOs that take part in this campaign conducted last December a national market research study was undertaken on the perception of the Spanish society with regards to wills and leaving a charitable gift. The survey was done with 800 interviews throughout all Autonomous Regions of Spain. The results reflected that nearly 50% of the people interviewed did not know about the possibility to leave a charitable gift to an NGO in their will. But it also showed that a 20% of those who had actually written a will and had not given neither to the Catholic Church or an NGO were prepared to change their will to include a charitable gift in it.

Source: *Daryl Upsall, Daryl Upsall Consulting International SL*

### Related links

- [More about PNN Worldwide](#)
- [News by philcrossby](#)

Most read story in PNN Worldwide:  
[Europe's Top 40 Foundations](#)



PNNOnline is sponsored by:



### How Do I .... ?

- [Submit a News Story](#)
- [Formatting, Criteria for Submission and Other FAQs](#)
- [See the Members List](#)
- [Recommend the Site to a Friend](#)
- [Do An Advanced Search](#)
- [Find Out More About PNNOnline](#)
- [Submit a Job Opening](#)

**"Seven NGOs Start Campaign in Spain on Charitable Gifts in Wills"** | [Login/Create an account](#) | 0 Comments

Threshold

Comments are owned by the poster. We aren't responsible for their content.

All logos and trademarks on this site are the property of their respective owners. The comments are property of their posters, all the rest © 2007 by PNNOnline.