

Family Conversations Guide



@Greenpeace/Abbie Traylor-Smith

Thank you for your willingness to protect the future of our planet. Leaving a legacy gift in your will to a charitable organisation is a very generous and honourable gesture. Unfortunately, your family and friends may not understand your wishes. Talking about your Will and last wishes with your loved ones is very important so they can understand and know what to expect. It is also a good opportunity to explain to them why you decided to leave a charitable gift, and why Greenpeace was so meaningful to you throughout your life.

This document has been designed to help you have **positive and uplifting** conversations with your loved ones about planning your Will.

Here are some examples of conversation topics that may help you:

“You are not considering my needs.”

- As you know, the needs of your loved ones are dependent on more than their own financial security. The world is facing a great deal of uncertainty due to climate change. By leaving a gift to Greenpeace, you are investing in the future of your family and friends to give the planet they live on a fighting chance against global warming and careless corporations.
- Even 1% of your estate can be left to our charity in your Will so those closest to you inherit 99%.



@Greenpeace/ Markus Mauthe



@Greenpeace/ Paul Hilton

“Why would you leave money to Greenpeace? Do they even do anything?”

- **We do lots of things!** We document and broadcast environmental atrocities that people do in secret, we use the legal system to lobby for better environmental practices, and we utilise creative confrontation displays to educate the public and draw mainstream media attention to environmental problems.
- Share our emails with them, leave our newsletter to read on the coffee table or Invite them to one of our digital supporter events.
- 1 in 5 of our campaigns are funded by Gifts in Wills. This allows us to remain independent, investigate environmental threats, and campaign to stop them. You can read about our current campaigns and our past victories on our [website](#).

“You’ve done enough for Greenpeace, you don’t need to include them in your Will.”

- Be prepared to tell them why you are so passionate about this cause; animal species you love, places around the world you want protected, corporations needing to be held accountable, etc.
- If you’ve been supporting Greenpeace for a long time, remind your loved ones of this so they can understand this is a cause you feel strongly about. *“I’ve been supporting Greenpeace for almost 20 years, I want my support for them to be part of my life’s legacy”.*

Please contact Alexis for more information you may have about leaving a gift in your Will.



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