



Gifts in Wills Accelerator Kit

Implementation Guide

A practical roadmap to help you implement your Accelerator Kit and strengthen your Gifts in Wills program with **confidence, consistency** and **clarity**.

Prepared for:

The Ripple Effect Foundation

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Welcome

Congratulations on taking the next step in strengthening your Gifts in Wills program!



Your Accelerator Kit has been designed to help you focus on the areas with the greatest opportunity for improvement and turn your priorities into practical action.

You don't need to implement everything at once. Use this guide as your implementation workbook, working through each phase at a pace that suits your organisation and checking off tasks as you complete them.

Every organisation is different, so use the suggested timeline as a guide and adjust it to suit your capacity, priorities and internal processes.

Progress is more important than perfection.

Your Accelerator Kit

Your Accelerator Kit includes practical resources designed to work together, helping you strengthen key areas of your Gifts in Wills program and turn your priorities into action. Use this Implementation Guide to plan when and how each resource will be put into practice.

Your Accelerator Kit Delivery Page is your central hub for all your resources. Bookmark the page so you can easily return to it as you work through this guide.

YOUR ACCELERATOR KIT DELIVERY PAGE



Access Ripple Effect Foundation's Accelerator Kit here →

ACCELERATOR KIT RESOURCES

- | | | | |
|----------|--|---|---|
| 1 | Gifts in Wills Webpage
Educate supporters, encourage enquiries. | ➔ | Webpage Import Instructions  |
| 2 | Gifts in Wills Supporter Guide
Educate supporters and encourage gifts. | ➔ | Supporter Guide Instructions  |
| 3 | Staff Toolkit
Build staff confidence and consistency. | | |
| 4 | CRM & Stewardship Framework
Track and nurture supporters. | ➔ | Stewardship Templates  |

Suggested Implementation Roadmap

This roadmap breaks implementation into four manageable phases, helping you move from reviewing your resources to launching your program and building momentum over time.

The suggested timeframes are a guide only. Adjust them to suit your organisation's capacity, priorities and internal approval processes.



Phase 1: Review

Take an initial read through your Accelerator Kit resources to understand what's included and how they work together. There's no need to absorb every detail or start implementing everything at once.

Revisit your priorities, confirm who will be involved and set realistic timings for putting your resources into action.

Weeks 1-2
REVIEW

- Review resources
- Set realistic timings
- Confirm responsibilities



Task Tracker: Weeks 1-2

 Assignee	Est. Time	Description	Supporting Resource	 Status
 Pers...	60 mins	Familiarise yourself with your Accelerator Kit resources	All Resources ▾	Not started ▾
 Pers...	30 mins	Agree on implementation responsibilities, priorities and timelines	Implementation Guide ▾	Not started ▾
 Pers...	60 mins	Book your Accelerator Kit Kick-Off Session (if required)	Book here	Not started ▾

Phase 2: Implement

Work through your priority actions using the tailored resources, tools and guidance provided in your Accelerator Kit. Focus on making steady progress rather than trying to implement everything at once.

Track your progress as you go and adjust your timings where needed to reflect your organisation’s capacity and internal processes.

Weeks 3-6

IMPLEMENT

- Work through priority actions
- Put resources into practice
- Track progress and adjust

Task Tracker: Weeks 3-6

(15 mins)	30-45 mins	Review and finalise your Gifts in Wills willpage	Gifts willpage (1) Willpage Instructions (1)	Not started (1)
(15 mins)	30-45 mins	Review and finalise your Gifts in Wills willpage	Gifts willpage (1) Willpage Instructions (1)	Not started (1)
(15 mins)	3-5 hrs	Complete your Gifts in Wills willpage	Gifts willpage (1) Willpage Instructions (1)	Not started (1)
(15 mins)	15 mins	Share the Draft Toolkit with your team	Draft Toolkit (1)	Not started (1)
(15 mins)	15-30 mins	Test your willpage, enquiry form and internal enquiry process	Draft Toolkit (1) Gifts willpage (1)	Not started (1)

Example preview
Full resource included with the
Gifts in Wills Starter Kit

Phase 3: Grow

Build on the progress you've made by embedding new practices into your ongoing Gifts in Wills activity, including supporter communications and promotion.

Maintain consistency, increase visibility, review your progress regularly and continue identifying opportunities to strengthen your program over time.

Weeks 6-9

GROW

- Embed new practices
- Maintain consistency
- Build on progress



Task Tracker: Weeks 6-9

(15 mins)	30-45 mins	Review and finalize your Gifts in Wills webpage	Gifts in Wills Page 11 Webpage Instructions 11	Not started 11
(15 mins)	30-45 mins	Review and finalize your Gifts in Wills supporter guide	Gifts in Wills Supporter Guide 11 Supporter Instructions 11	Not started 11
(15 mins)	3-5 hrs	Complete your Gifts in Wills fundraising plan	Gifts in Wills Fundraising Plan 11	Not started 11
(15 mins)	15 mins	Share the Draft Toolkit with your team	Draft Toolkit 11	Not started 11
(15 mins)	15-30 mins	Test your webpage, enquiry form and internal enquiry process	Draft Toolkit 11 Gifts in Wills Page 11	Not started 11

Example preview
Full resource included with the
Gifts in Wills Starter Kit

You've got this!

Strengthening a Gifts in Wills program takes time. The most important thing is to keep moving forward.

By working through this guide, you'll have turned your priorities into action, strengthened key areas of your program and created greater consistency across your Gifts in Wills activity.

You don't need to do everything at once. Keep using your Accelerator Kit resources, review your progress regularly and continue building on what you've achieved.

Small, consistent actions can create lasting impact.

Need support?

If you have questions or need help as you implement your Accelerator Kit, Future Impact Collective is here to support you.

[Get in touch](#)

[Explore additional support](#)