



Asking the right question

Test 1: “Would you like to leave any money to a charity in your will?” **(10.8%)**

Test 2: “Many of our clients like to leave money to a charity in their will. Are there any causes you are passionate about?” **(15.4%)**

Value of bequest 6x greater for Test 2

Control group – no reminder (4.8%)

UK Research with Lawyers. Behavioural Insights Team (2013). London.