

Marketing Library Integrations

Beneficiaries + Gift Intent Tools

Table of Contents

[Newsletter Inserts](#)

[Social Media Posts](#)

[Web Banner Integrations](#)

Newsletter Inserts

Beneficiaries

Name **[PARTNER]** as a beneficiary and build your legacy!

Do you have an IRA, 401(k), life insurance policy, or additional assets that aren't accounted for in your will? You can use these non-probate assets to support **[PARTNER]** and make a lasting impact on **[GROUP OF IMPACT]** by designating us as a beneficiary of one or more of them.

Use this online resource today to name beneficiaries for all of your non-probate assets, receive step-by-step instructions to update your institutions, and make a difference for years to come. [<<link in button>>Get started here.<<link in button>>](#)

Gift Intent Form

If you've included **[PARTNER]** in your estate plans, we are so grateful for your support. By letting us know about your future gift, you help ensure that your intentions are clear, your wishes are honored, and your generosity is properly recognized.

It takes just a minute to [<<link in button>>complete this form<<link in button>>](#) and let us know your gift intent. And by doing so, you help **[PARTNER]** plan for the future, steward your gift with care, and express our sincere appreciation.

Social Media Posts

Please tag the FreeWill Social Media account corresponding with each platform:

- Facebook: @FreeWillHQ
- Instagram: @FreeWillHQ
- Twitter: @FreeWill_HQ
- LinkedIn: @FreeWill

Beneficiaries

Do you have an IRA, 401(k), life insurance policy, or other similar assets? By naming **[PARTNER]** as a beneficiary for your accounts, you can make a free commitment today that will help us **[MISSION]** for years to come: [\[insert Tracking Link\]](#)



By naming **[PARTNER]** as a beneficiary of your IRA, 401(k), life insurance policy, or other assets, you can support **[MISSION]** for years to come. We've partnered with @FreeWill to provide a free, online tool that allows you to ensure that your assets go to the people and causes you love: [\[insert Tracking Link\]](#)

Gift Intent

Every planned gift makes a difference. If you've made one, we'd love to hear about it! We would love to thank you for supporting **[MISSION]** in such a powerful way: [\[insert Tracking Link\]](#)

Have you already included **[PARTNER]** in your will or living trust? Take a moment to let us know so we can thank you properly for your incredible support: [\[insert Tracking Link\]](#)

Web Banner Integrations

Beneficiaries

Make a lasting impact by naming **[PARTNER]** as a beneficiary. [<<link>>Learn more!<<link>>](#)

Learn about planning your beneficiaries and creating your legacy with **[PARTNER]** [<<link>>here<<link>>](#).

Gift Intent

Have you made a legacy gift to **[PARTNER]**? [<<link>>Let us know!<<link>>](#)

[<<link>>Share your gift plans<<link>>](#) to help **[PARTNER]** honor your generosity and prepare for the future.