

Customize Your Message to Anonymous Donors

Sample Email

Hi [NAME]!

Thank you for creating your will with FreeWill and including a gift to [ORGANIZATION].

Because you chose to remain anonymous, [ORGANIZATION] doesn't have your contact information and can't thank you directly. We're sharing this message of gratitude on their behalf:

Thank you for your thoughtful commitment to support [ORGANIZATION] through a gift in your will. We appreciate your decision to remain anonymous and are honored by your trust in our work.

To learn more about the impact of your support, visit [LINK TO LEGACY PAGE OR WEBSITE], or reach out to our team by:

Email:

Phone:

Your generosity will help ensure a brighter future for children worldwide. Together, we can continue helping kids grow up healthy, learning and safe.

We'd like to understand why donors give anonymously. **Would you share your motivations in a two-minute survey?**

Take a quick survey

Thank you for using FreeWill and for generously supporting the causes that matter to you!



Warmly,
Jenny, FreeWill co-founder & co-CEO

Custom Message Template

Thank you for your thoughtful commitment to support <<ORG>> through a gift in your will. We appreciate your decision to remain anonymous and are honored by your trust in our work.

To learn more about the impact of your support, visit <<LINK TO LEGACY PAGE OR WEBSITE>>, or reach out to our team by:

Email:

Phone

Your generosity will help ensure <<mission outcome>>. Together, we can <<short mission summary>>.

Guidelines & Suggestions

- Language should be an evergreen THANK YOU note and may provide organizational information
- Do not specifically request individual identification - honor donor anonymity
- Consider including contact information (may include individual name, email address, and/or phone number or direct to a specific team)
 - If you include contact information, incorporate it into the blurb – do not include a signature block
- Rich-text formatting options:
 - Bold, italicized, or underlined text
 - Links to videos, webpages, etc.
 - No graphics
- Consider incorporating mission into message of gratitude
- Suggested word count: < 80 words