

Why should we participate?

End of Year is the biggest time of year for charitable giving. In 2024, nonprofits received anywhere from 17% to 31% of their annual donations in December.

Non-cash gifts can grow your organization's revenue. Because non-cash gifts are often larger than cash gifts, promoting them at the end of the year when you are more likely to see donations can increase the size of gifts you receive.

The best way to see success is to send outreach. 74% of gifts seen at the end of the year 2024 on FreeWill's SGS platform were for partners who sent outreach marketing other ways to give.

Your next step? Talk with your FreeWill Strategist to set dates for outreach and receive content!



Must Have Two-Part Email Series

Email Option 1: Partner Story (Direct Ask)

Recommended for partners in their 2+ year with the Smart Giving Suite

Using a mission-based story from your organization to prompt a direct, urgent ask for giving a smart gift (similar to a fundraising appeal).

Email Option 2: Educational

Recommended for partners in their 1st year with the Smart Giving Suite

Sharing information about all of the smart giving options as a way to give donors the opportunity to make their most impactful gift yet.



Nice to Haves

Additional pieces available on the [Marketing Library](#) unless otherwise noted.

DAF Day Toolkit — October 9th is DAF Day. Access our toolkit for Email templates and integrations. Visit dafday.com for more information and details.

Content Center — Includes additional integrations, such as Social Media, Newsletter blurbs, and postscripts

Print pieces — Buckslip and postcard



Timeline

