

End-of-Year Smart Giving 2025 Videos

Table of Contents

[Full Video](#)

[Stock Giving](#)

[Qualified Charitable Distributions](#)

[Donor-Advised Funds](#)

*In this guide, find language to share the **Quick Tips for EOY Gifts** Videos (featuring FreeWill Co-CEO Patrick Schmitt and charitable-giving expert Dr. Russell James) with your donors.*

All of the videos will be available for you on the [EOY SGS 2025 Marketing Library Page](#) under “Year-End Giving Videos.”

*Before utilizing the language below, **please request a Tracking Link from your Strategist.***

Full Video

Donor Email

Subject: Helpful Information for End-of-Year Giving

Body:

Hi [NAME],

I wanted to share a video that you might find helpful. In it, FreeWill Co-CEO, Patrick Schmitt, interviews Dr. Russell James (who may be the world's leading expert on charitable giving), about some of the smartest ways to give at year-end.

It's a quick watch, and it's pretty useful to inform your giving to any of the causes you care about.

<link to full-length video>Here's the video<link to full-length video>

Best,

[SIGNATURE]

PS. If you're ever interested in making one of these smarter gifts to [Org], <hyperlink Tracking Link>just click here<hyperlink Tracking Link>.

Newsletter Inserts

Smart Giving for the End of the Year

Still thinking about your end-of-year donations? Want to learn more about the benefits of a non-cash gift? This discussion between charitable-giving expert Dr. Russell James and Co-CEO of FreeWill, Patrick Schmitt, breaks down why giving from an IRA, a Donor-Advised Fund or stocks may be more strategic than giving cash.

<<embed full-length video>>

<hyperlink Tracking Link>If you're ready, get started on your smarter gift to [ORG] today <hyperlink Tracking Link>



Better than cash?

Still thinking about your end-of-year donations? Learn from charitable-giving expert Dr. Russell James why giving a non-cash asset is more powerful than donating cash.

<<embed *Benefits of Giving Appreciated Assets video*>>

<hyperlink Tracking Link>If you're ready, get started on your smarter gift to [ORG] today<hyperlink Tracking Link>.



Stock Giving

Donor Email

Subject: A quick way to make your year-end gift of stock

Body:

Hi [NAME],

Thank you for considering a year-end gift of stock! Giving stock before December 31 can help you save on capital gains taxes while making an even greater impact for [ORG].

This short video explains how simple and beneficial it can be.

<<embed Gifts of Stock video>>

Please let me know if you'd like help completing your gift. I'd be happy to walk through our stock giving tool with you.

Best,

[SIGNATURE]

PS. If you'd like to begin your gift to [ORG] today, <hyperlink Tracking Link>just click here<hyperlink Tracking Link>.



Qualified Charitable Distributions (QCDs)

Donor Email

Subject: Make your year-end gift directly from your IRA

Body:

Hi [NAME],

Thank you for considering a year-end gift! If you're 70½ or older, a Qualified Charitable Distribution (QCD) from your IRA is a powerful way to support [ORG] and, at the same time, can lower your taxable income this year.

This short video explains how easy and impactful a QCD can be:

<<embed *Giving through your IRA video*>>

If you'd like help getting started or ensuring your gift counts for 2025, I'd be glad to walk you through the simple steps.

Best,

[SIGNATURE]

PS. If you'd like to begin your gift to [ORG] today, <hyperlink *Tracking Link*> just click here <hyperlink *Tracking Link*>.



Donor-Advised Funds

Donor Email

Subject: An easy way to make your year-end gift through your DAF

Body:

Hi [NAME],

Thank you for considering a year-end gift! If you have a Donor-Advised Fund (DAF), recommending a grant to [Organization Name] is one of the quickest and most tax-efficient ways to make an impact before December 31.

This short video explains the benefits of funding a DAF:

<<embed Giving through your DAF video>>

Please let me know if you'd like any help submitting your recommendation or ensuring your gift counts for 2025. I'd be happy to assist.

Best,

[SIGNATURE]

PS. If you'd like to begin your gift to [ORG] today, <hyperlink Tracking Link>just click here<hyperlink Tracking Link>.

