

End-of-Year Smart Giving 2025 Content Center

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*Before utilizing language in the Content Center, **please request a Tracking Link from your Strategist.***

***Content Center language is limited to integrations.** If you are requesting an email series or any other content not listed below, please reach out to your Strategist*

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Frame #1 - Partner Story

Newsletter Insert

A Smarter Way To Fuel [PARTNER]'s Work

Every day, [PARTNER] works to ensure [GROUP/CONSTITUENT] has access to [MISSION FOCUS—e.g., food, education, safety, healthcare, etc.]. And today, you can help—without spending a dollar from your bank account.

By donating appreciated stock, contributing cryptocurrency, giving from your IRA (if you're 70.5 or older), or recommending a Donor-Advised Fund grant, you can make a tax-smart gift that powers our work and changes lives. Just [\$ amount] in non-cash assets can [SPECIFIC IMPACT (e.g. provide x amount of books for students, x amount of meals for our neighbors, etc.)].

<hyperlink Tracking Link>Make your smart gift today and fuel [PARTNER]'s impact<hyperlink Tracking Link>

Social Media Posts

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

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


Smart giving options like appreciated stocks, cryptocurrency, DAF grants, and IRA gifts can make a huge difference without touching your wallet, and they can create real change for people like [CONSTITUENT]. [Short quote from constituent or impact statement].

Learn more and make your year-end gift with our free tool: [insert Tracking Link]

#SmartGiving #NonCashGifts #FreeWill #GiveBack #EndofYearGiving

Make your 2025 tax benefits count without writing a check. By donating stocks, contributing cryptocurrency, giving from your IRA, or recommending a DAF grant, you can uplift [GROUP/CONSTITUENT] and receive potential tax advantages.



 Deadline to ensure 2025 benefits: December 16th. Give smarter today: [\[insert Tracking Link\]](#)

#SmartGiving #NonCashGifts #EndofYearGiving #TaxSmartGift

Frame #2 - Educational

Newsletter Insert

The Most Powerful Gifts Come From Surprising Places

As you plan your year-end giving, consider donating appreciated stock, giving from your IRA (if you're 70.5 or older), making a Donor-Advised Fund grant, or even contributing cryptocurrency to **[PARTNER]**.

These non-cash gifts are not only impactful but can also offer meaningful tax advantages, such as reducing your taxable income and avoiding capital gains tax.

[<hyperlink Tracking Link>](#) **Learn how to give smarter this season** [<hyperlink Tracking Link>](#)

Thank you for being a part of the **[PARTNER]** family.

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- Twitter: @FreeWill_HQ
- LinkedIn: @FreeWill

Are you looking for ways to support **[PARTNER]** and save on taxes, without giving cash? Non-cash giving options like stocks, IRAs, DAFs, and crypto allow you to:

- ✓ Reduce your taxable income
- ✓ Avoid capital gains
- ✓ Make a bigger impact

It's fast, secure, and smart. Learn more: [\[insert Tracking Link\]](#)

#SmartGiving #NonCashGifts #TaxBenefits #BigImpact



You can support [PARTNER] this season without giving cash or writing a check. By donating cryptocurrency, contributing appreciated stock, giving from your IRA, or recommending a Donor-Advised Fund grant, you can make a big difference *and* unlock valuable tax benefits.



To count toward your 2025 tax return, be sure to complete your gift by December 16th.

Get started with our easy online tool: [\[insert Tracking Link\]](#)

#EndofYearGift #2025Giving #SmartGift #SmartGiving

Additional Integrations

Postscripts

P.S. Some of the most meaningful gifts don't come from your wallet. [<hyperlink Tracking Link>](#)
Explore smart ways to give to [PARTNER]. [<hyperlink Tracking Link>](#)

P.S. Giving stock or an IRA distribution can help you save on taxes *and* fuel the work of [PARTNER].
[<hyperlink>](#) **Make your impact before December 16th.** [<hyperlink>](#)

P.S. Smart giving means using what you already have to create powerful change. [<hyperlink>](#) **Donate stock or crypto, make a grant from a Donor-Advised Fund (DAF), or give from your IRA today before the year ends.** [<hyperlink>](#)

Email Signatures

[<hyperlink>](#) **Give smarter this season—support [PARTNER] without giving cash** [<hyperlink>](#)

[<hyperlink>](#) **Make a tax-smart gift before December 16th to maximize your impact** [<hyperlink>](#)

