

# End-of-Year Smart Giving 2025 Giving Tuesday

## Table of Contents

[Newsletter Insert](#)

[Social Media Posts](#)

[Postscripts](#)

[Email Signature](#)

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# Giving Tuesday Inserts

## Newsletter Insert

### Giving Tuesday, Give Smarter

December 2nd is Giving Tuesday, and this year, we invite you to give smarter. By giving back to **[PARTNER]** in one of the following methods, you're making a difference that **[MISSION]** while seeing potential tax savings.

Gifts of appreciated stock or cryptocurrency, IRA donations, or Donor-Advised Fund grants can all go further to fuel our mission. **Give today to ensure your gift counts towards your 2025 tax return.**

[<hyperlink Tracking Link>](#) **Give Smart for Giving Tuesday** [<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

Today is Giving Tuesday, and smarter giving options such as appreciated stocks, cryptocurrency, DAF grants, and IRA contributions can count towards your Giving Tuesday impact! If you give today, these gifts can also help you see potential savings on your 2025 tax returns. Don't miss this opportunity to make a real change — for you, and **[PARTNER]**. **Make your gift today:** [\[insert Tracking Link\]](#)

#GivingTuesday #SmartGiving #NonCashGifts #FreeWill #GiveBack #EndOfYearGiving

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

✓ Reduce your taxable income



- ✓ Avoid capital gains
- ✓ Make a bigger impact

## Postscripts

P.S. Your Giving Tuesday gift can go further with a non-cash gift. [<hyperlink Tracking Link>](#) **Explore smart ways to give to [PARTNER].** [<hyperlink Tracking Link>](#)

P.S. Did you know that you might be eligible to make a more powerful gift this Giving Tuesday? [<hyperlink>](#) **Donate stock or crypto, make a grant from a Donor-Advised Fund (DAF), or give from your IRA today.** [<hyperlink>](#)

## Email Signature

[<hyperlink>](#) **Give smarter for Giving Tuesday—support [PARTNER] without giving cash** [<hyperlink>](#)

