

# Evergreen Match Campaign Planned Giving Suite Content Center



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.

## Newsletter Insert

### **Make a DOUBLE impact: today and for generations to come**

During [PARTNER]'s legacy match campaign, you can make twice the impact on [GROUP OF IMPACT]. For every donation, we will match the amount, up to [MATCH LIMIT]. By including a gift in your will, you [MISSION] today through the match and for generations to come through your planned contribution. We've partnered with FreeWill to help you make or update your will easily in as little as 20 minutes, free of charge.

<hyperlink Tracking Link> **Maximize my impact** <hyperlink Tracking Link>

## Social Media Post

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

- Facebook: @FreeWillHQ
- Instagram: @FreeWillHQ
- Twitter: @FreeWill\_HQ
- LinkedIn: @FreeWill

👥 During [PARTNER]'s match campaign, your generosity can go twice as far to support [GROUP OF IMPACT]. By including a gift in your will, your future contribution will be matched now, amplifying your impact both today and for years to come.

Use our partner, [insert FreeWill social account], to create your will in just 20 minutes for free. Get started here: [insert Tracking Link]

## Postscript

**P.S.** Participate in our legacy match campaign by making a <hyperlink Tracking Link> planned gift. <hyperlink Tracking Link> The match will make a real-time impact, and you'll sustain our mission for years to come.



## Email Signature

<hyperlink Tracking Link>Make a planned gift during our legacy match campaign. <hyperlink Tracking Link>

## General Integrations

During [PARTNER]'s match campaign, every gift you make will be matched dollar-for-dollar, up to [MATCH LIMIT], to support [GROUP OF IMPACT]. By including a gift to [PARTNER] in your will, your future contribution will also be matched now, multiplying your impact for years to come. You can create or update your will for free in as little as 20 minutes with our partner, <hyperlink Tracking Link>FreeWill<hyperlink Tracking Link>.

Right now, your support for [PARTNER] can go twice as far to [MISSION] through our special match campaign. Every dollar given <hyperlink Tracking Link>and every future gift pledged in your will<hyperlink Tracking Link> will be matched, up to [MATCH LIMIT]. By planning a legacy gift today, you help ensure this vital work continues for generations.

