

Evergreen Match Campaign Smart 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

Strategic ways to participate in our match campaign

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]. Some of the most powerful ways to participate in this campaign are not cash. **Appreciated stock, cryptocurrency, IRA contributions, and Donor-Advised Fund grants** can provide you with tax benefits and go more than twice as far in [MISSION].

<hyperlink Tracking Link> **Learn more and give today** <hyperlink Tracking Link>

Social Media Post

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

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

📦 During [PARTNER]'s match campaign, every contribution is matched, up to [MATCH LIMIT], to support [GROUP OF IMPACT]. You can make an even greater difference through non-cash gifts like appreciated stock, cryptocurrency, IRA contributions, or Donor-Advised Fund (DAF) grants.

These gifts often come with tax benefits and go more than twice as far toward our mission to [MISSION].

Use our partner, [insert FreeWill social account], to learn more and make your gift in just a few minutes: [insert Tracking Link]



Postscript

P.S. Explore some of the [<hyperlink Tracking Link>](#) **smartest ways to participate in our match campaign.**[<hyperlink Tracking Link>](#) Receive potential tax benefits while more than doubling your impact on [\[GROUP OF IMPACT\]](#).

Email Signature

[<hyperlink Tracking Link>](#)**Four tax-savvy ways to participate in our match campaign.** [<hyperlink Tracking Link>](#)

General Integrations

During [\[PARTNER\]](#)'s match campaign, you can make double the impact on [\[GROUP OF IMPACT\]](#), and your options go far beyond cash. Gifts of appreciated **stock, cryptocurrency, IRA** contributions, or **Donor-Advised Fund (DAF)** grants can be matched dollar-for-dollar, up to [\[MATCH LIMIT\]](#), while also offering potential tax benefits. Strategic gifts like these help you give more effectively and make a lasting difference for [\[MISSION\]](#). [<hyperlink Tracking Link>](#)**Get started today**[<hyperlink Tracking Link>](#).

When you give during [\[PARTNER\]](#)'s match campaign, your impact can be twice as strong on [\[GROUP OF IMPACT\]](#). But your generosity can also be strategic. By donating assets like appreciated **stock, cryptocurrency, IRA gifts, or Donor-Advised Fund (DAF) grants**, you can help unlock matching funds while potentially reducing your taxes. Together, these gifts multiply your support and help sustain our mission to [\[MISSION\]](#). We've partnered with [<hyperlink Tracking Link>](#)**FreeWill**[<hyperlink Tracking Link>](#) to help you learn more about these options and give in just a few minutes today.

