

National Estate Planning Awareness Week

Bequest 2025 Email

Example: Partner Story Framing

October is National Estate Planning Awareness Week! Below, find a standalone email encouraging your supporters to create their estate plans.

This is an example only. In order to receive your email and Tracking Link, please request a customized version of this email from your Strategist.

Subject line options:

- Supporting people like [CONSTITUENT NAME] this week and beyond
- Read [CONSTITUENT NAME]'s story and write your own

Body:

Dear [NAME],

[TESTIMONIAL HIGHLIGHTING A SPECIFIC CONSTITUENT].

Thanks to your crucial support, [PARTNER] was able to [IMPACT]. **October 20th - 26th is National Estate Planning Awareness Week**, and this document is a powerful way to continue supporting incredible people like [CONSTITUENT NAME] and your loved ones for more than just this week.

Create my free will and legacy

With this **free estate planning resource from our partner, FreeWill**, you can create or update your will to protect the individuals close to your heart and plan for your assets.

While making your will, you will also have the opportunity to include a gift of any size to [PARTNER]. This contribution costs nothing today, but will [MISSION] for years to come.



Your legacy can inspire countless new stories like [CONSTITUENT NAME]'s — all while taking care of the people and possessions in your life. **Make your plan count this National Estate Planning Awareness Week.**

Best,

[SIGNATURE]