

# National Estate Planning Awareness Week Email

## Example: “What is NEPAW?” 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.*

## Email

### Subject line options:

- It’s National Estate Planning Awareness Week, [NAME]
- Have you heard of National Estate Planning Awareness Week, [NAME]?
- A simple step for your peace of mind this week

### Body:

Dear [NAME],

**This third week of the month is officially National Estate Planning Awareness Week**, a time dedicated to understanding the importance of estate planning for your family and your finances. At [PARTNER], we’re inviting you to take an easy, meaningful step toward protecting everything—and everyone—you care about.

Having an up-to-date will is an essential way to:

- Create peace of mind for you and your loved ones
- Make sure your assets go to the people, pets, and causes you care about
- [Name someone who should make healthcare decisions on your behalf if you are unable to do so](#)
- Build a lasting legacy that [MISSION] for generations to come

Create my will

We’ve partnered with **FreeWill**: a secure, online tool. Their **trusted online platform** guides you through making or updating your will in as little as 20 minutes—100% free.



Many of our supporters have also chosen to create a lasting impact on [IMPACTED GROUP/CAUSE], ensuring [HOW THEY WILL BE SUPPORTED] for years to come. Please know that this is not required, but you, too, can join them with an optional planned gift to [PARTNER] at no cost today.

**Thank you for being part of our mission and taking this small act of care for your loved ones this NEPAW.**

Many thanks,  
[SIGNATURE]