

## National Estate Planning Awareness Week (NEPAW)

October 20th - 26th

### Why should we participate?

October 20st - 26th, 2025 is National Estate Planning Awareness Week. This observance was adopted in 2008 to help the public understand why Estate Planning is vital for financial wellness.

**Remind donors why they should have an estate plan.** 66% of Americans do not have a will. This week is about closing the gap to make sure everyone is prepared

**Participating in 4 campaigns increases success with FreeWill.** In 2024, partners who participated in four planned giving campaigns per year saw the most dollars in bequests through FreeWill.

Your next step? Talk with your FreeWill Strategist to set dates for outreach and receive content!



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### Must Have Standalone Email



#### Partner Story. *Soft ask, legacy ask.*

Do you have an inspiring story, or a new initiative? Share those stories with your audience to encourage them to create their plans this National Estate Planning Awareness Week.



#### Event/Observance. *Soft ask, legacy ask.*

If there is a major event or observance, we can connect it to planned giving and the importance of planning ahead.



#### What is NEPAW? *No ask, soft ask, legacy ask.*

Educate your donors about National Estate Planning Awareness Week and what they need to do to get their plans in order this week.

*If you do not provide a story or event, we will default to this framing option.*



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### Alternative Campaign:

*National Family  
History Month*

#### **October is National Family History Month!**

Send a standalone email to your supporters to encourage them to protect their families with an estate plan.

#### **Framing - Protect Your Family Tree**

Plant your roots by establishing an estate plan to safeguard your loved ones long into the future.

#### **Must Have - One Standalone Email**

Think of National Family History Month as a follow-up to National Family Day in September! We're encouraging partners to send one email as their final Planned Giving outreach of 2025!

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### Nice to Haves

*Additional pieces  
available on the [Marketing  
Library](#) unless otherwise  
noted.*

**Staff Email** — Emails to Staff Members are the second most impactful pieces of content (after emails to donors). Please request a staff email from your strategist.

**Content Center** — Social Media, e-newsletter, postscripts (*Additional Version for Alternative Campaign*)

**Print Pieces** — Bucksip



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Timeline

