

DAF Day 2026 Content Center

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October 8th is DAF Day! In this document, find email templates and integrations to help promote DAF Day. For additional resources, please visit DAFDay.com.

Before utilizing language in the Content Center, **please request a Tracking Link from your Strategist** so we can track gifts from this outreach.

Emails

Email One – Pre-DAF Day Message (Up to 2 weeks before DAF Day on October 8th)

Subject: DAF Day is almost here, [NAME]

Preview Text: October 8th is DAF Day! Use your Donor-Advised Fund to [MISSION].

Body:

Dear [NAME],

On October 8, supporters across the country will celebrate DAF Day by recommending grants from their Donor-Advised Funds to the organizations making a difference in their communities.

[PARTNER] is proud to participate in DAF Day and invite you to join us by recommending a grant from your own DAF to advance [MISSION].

What is a Donor-Advised Fund?

Donor-Advised Funds are tax-advantaged charitable giving accounts. *Anyone* can open a DAF at more than one of the 1,000 providers across the nation and receive an immediate tax benefit.

Why are we participating in DAF Day?

DAF giving is the fastest-growing way to fuel [MISSION]. If you already have a DAF, you're sitting on philanthropic dollars just waiting to make an impact, and you can give right now without spending an extra cent.

[Give from my DAF](#)

Don't wait! Put your DAF dollars to work immediately and help us make a difference where it's needed most. The tool linked above integrates with your DAF custodian, so you can easily recommend a grant in minutes while also helping us keep accurate records.

We hope you'll join us in celebrating DAF Day and making a meaningful difference for [MISSION].

Best,

[SIGNATURE]

Email Two – DAF Day Email (October 8th)

Subject: Today is DAF Day, [NAME]

Preview Text: Your Donor-Advised Fund grant can make a difference today for [MISSION]!

Body:

Dear [NAME],

Today is DAF Day!

Donors across the country are coming together to recommend grants from Donor-Advised Funds in support of organizations like [PARTNER].

If you have a Donor-Advised Fund, now is the time to recommend a grant. Because these charitable dollars have already been set aside for giving, you will make an immediate impact on [MISSION].

[Give from my DAF now](#)

A gift of **any size** is meaningful, and the collective impact of your contributions on DAF Day will resonate for years to come, including:

- LIST WAYS THAT A DAF DONATION WILL IMPACT YOUR ORGANIZATION

Are you ready to make a meaningful change with a gift from your Donor-Advised Fund today for DAF Day?

Thank you for celebrating DAF Day with us and helping move our mission forward.

Best,

[SIGNATURE]

Social Media Posts

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

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

 DAF Day is October 8!

If you have a Donor-Advised Fund, this is the perfect opportunity to recommend a grant to **[PARTNER]** and help advance **[MISSION]**. Join supporters across the country who are putting their charitable dollars to work on this national day of giving: [\[insert Tracking Link\]](#)

✨ Today is DAF Day!

Your Donor-Advised Fund grant can help create lasting impact for **[GROUP OF IMPACT]** and move **[MISSION]** forward. If you've already set aside charitable dollars in your DAF, today is a great day to put them into action. Make your recommendation here: [\[insert Tracking Link\]](#)

Postscript

P.S. [<hyperlink>](#) **DAF Day is October 8th!** [<hyperlink>](#) Join supporters across the country by recommending a grant from your Donor-Advised Fund to **[PARTNER]**.

Email Signatures

[<hyperlink>](#) Celebrate DAF Day on October 8 with a grant from your Donor-Advised Fund.[<hyperlink>](#)

[<hyperlink>](#) Join us for DAF Day on October 8![<hyperlink>](#)

[<hyperlink>](#) Support **[ORG]** through your Donor-Advised Fund.[<hyperlink>](#)