



CAMPAIGN OVERVIEW

EOY 2026

Smart Giving Suite

Why should we participate?



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

Smart giving peaks during year-end giving season.

Year-end is game time for smart giving. In 2025, *half* of all smart gifts made through the FreeWill platform were received in Q4. You've worked hard to educate donors all year; don't miss your chance to leverage urgency with an end-of-year ask!

Non-cash gifts are non-competitive in election years.

Non-cash gifts are a great way to gain support during busy political fundraising seasons. Political candidates are not allowed to accept non-cash assets, meaning these types of gifts are free to flow to your nonprofit.

Sending outreach significantly boosts results, increasing the # and \$ of smart gifts you receive. If you haven't sent smart giving outreach in 2026, *now is the time*. Partners who promote smart giving and educate donors on its benefits bring in 2x the number of gifts compared to those who do not.

END OF YEAR 2026

Must Have Two-Part Email Series

OCTOBER – DECEMBER 2026



1. Mission Story or Event. Direct Ask

Share an impact story, or an upcoming event and how giving a smart gift is a powerful way for the donor to support your ongoing work.

The best stories are ones that show how a donation can directly impact your organization's work or how your organization's work makes a difference for someone in your community.

2. Educational. No ask

Educate donors on the benefits of giving a Smart Gift. Highlight recent tax law changes and how smart giving may benefit their finances (and your organization!) even more in 2026.

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END OF YEAR 2026

Nice to Haves

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

OCTOBER – DECEMBER 2026



Previous Donor Templates

As we approach the end of the year, remind previous smart gift donors that they can make another one for 2026. These emails are separated by individual tool and can help target specific people ahead of the year's end.

Video

Evergreen educational video clips starring FreeWill CEO Patrick Schmitt and fundraising expert Dr. Russell James will answer questions from donors to gift-officers, and can be shared directly with donors.

Content Center

Social Media, e-newsletter, postscripts

Print Pieces

Buckslip, Postcard

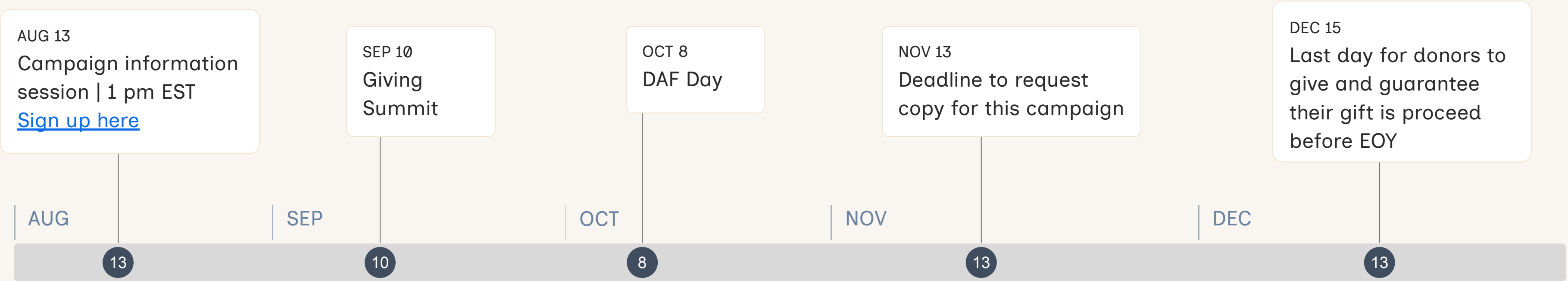
Graphics

Social media graphics, email header

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END OF YEAR 2026

Campaign Timeline



Request content

Content Team produces copy for partners

Send content to donors (before Dec 15th!)

