



CAMPAIGN OVERVIEW

Make-A-Will Month 2026

Planned Giving Suite

# Why should we participate?



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

**Biggest planned giving campaign of the year!** In 2025, MAWM raised more bequest dollars from outreach than all of our other campaigns combined. And 70% of participating orgs secured *at least* one gift. It's *the* moment to send planned giving outreach in 2026. You don't want to miss it!

**Spike engagement with your FreeWill tools.** Energy is already high during MAWM. Sending proactive MAWM outreach boosts traffic to your FreeWill sites, increases engagement with your pages, and maximizes new users and gifts through your tools at a key time of year.

**Planned Giving provides stability.** Many nonprofits are losing small annual donors – but at the same time, many receive significant portions of their legacy gifts from small and mid-level donors. Planned giving is a long-term fundraising strategy that allows any donor to make an enduring impact at no cost today.

MAKE-A-WILL MONTH 2026

# Must Have Two-Part Email Series

AUGUST 2026



**1. Mission Story or Event. Direct Ask, Soft Ask**

Share an impact story or an upcoming event and connect the work of your organization to how creating a will, preparing for the future, and including a legacy gift can make a difference.

**2. A Love Letter That Lasts. Soft Ask**

A will is the lasting expression of a donor's deepest values and a way to care for their loved ones. This frame focuses on the emotional core of creating a plan.

**3. What is Make-A-Will Month. No Ask**

Educational framing sharing FreeWill as a resource for donors. *This framing can only be no ask.*

**4. National Family Day (Sept. 28).**

**Direct Ask, Soft Ask**

September 28th is National Family Day! Spark a conversation about the importance of protecting and caring for the people you love.

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# Mission Story

*(Not a donor testimonial!)*

- **Short and succinct:** We only need one or two paragraphs to draft a narrative!
- **Showcase transformation:** Because of X → Y happened. Now Z can continue well into the future
- **Include names (or pseudonyms) and first-person quotes:** People connect more when the story feels personal

Examples:

- **Student Story:** "Coming from a low-income background, the Vanguard Fellowship didn't just pay my tuition; it gave me the network to launch a startup that now employs twenty people," says Julian.
- **Patient testimonial:** "I can finally breathe easy at home," shares Marcus, who escaped a relentless cycle of asthma-related ER visits after the Health Partners home-modifying program addressed the root causes of his illness for good.
- **Environmental Win:** "What used to be a sweltering "heat island" is now a shaded sanctuary. Thanks to City Canopy planting 200 trees, Carlos and his neighbors have seen a permanent drop in cooling costs and a safer, greener park for their children to enjoy for decades."

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# Nice to Haves

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

AUGUST 2026



## Content Center

Social Media, e-newsletter, postscripts

## Print Pieces

Buckslip, Postcard

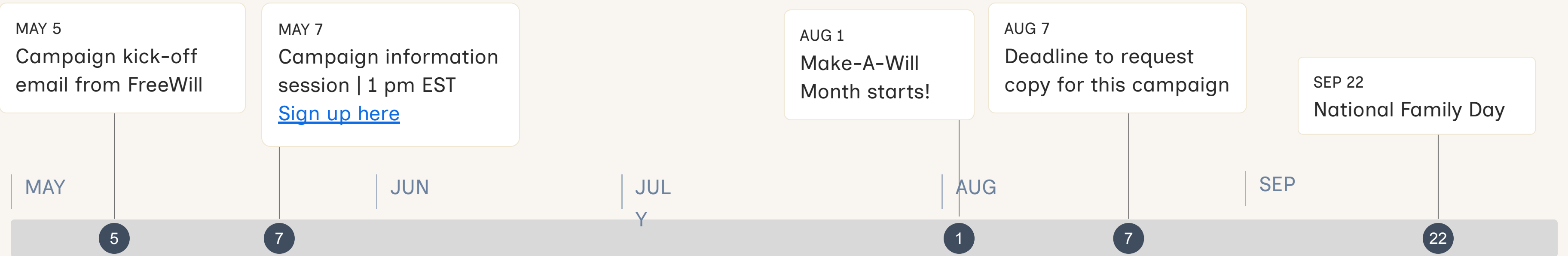
## Graphics

Website banner, social media graphics, email header

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# Campaign Timeline



Request content

Content Team produces copy for partners

Send Make-A-Will Month Copy

