

Make-A-Will Month 2026 Content Center

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*Before utilizing language in the Content Center, **please request a Tracking Link from your Strategist.***

***Content Center language is limited to integrations.** If you are requesting an email series or any other content not listed below, please reach out to your Strategist.*

Frame #1 - Partner Event or Observance

Newsletter Insert

Honor **[EVENT/OBSERVANCE]** and what matters most this August

As we prepare for **[EVENT/OBSERVANCE]**, it's a meaningful time to reflect on the people and causes that shape our lives. National Make-A-Will Month is the best time to take action by creating a plan that supports your loved ones and helps sustain **[MISSION]** into the future.


Through our partnership with FreeWill, you can create or update your will at no cost. It's a secure, easy way to put your wishes in writing and gain peace of mind.

[<hyperlink Tracking Link>](#) **Create my plan** [<hyperlink Tracking Link>](#)

Social Media Posts

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

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

 As we recognize **[EVENT/OBSERVANCE]**, it's a great moment to think about what matters most—your loved ones and the impact you want to make.

August is National Make-A-Will Month, and you can create or update your will for free in about 20 minutes with @FreeWill. It's a simple step that supports both your future and **[MISSION]**: [\[insert Tracking Link\]](#)

✨ **[EVENT/OBSERVANCE]** is a time to come together around what we care about most.

This National Make-A-Will Month, take one meaningful step by creating or updating your will. It's a simple way to protect your loved ones while helping ensure **[MISSION]** continues for years to come.

Get started for free with [\[insert FreeWill social account\]](#): [\[insert Tracking Link\]](#)



Frame #2 - Mission Story

Newsletter Insert

Carry stories like **[CONSTITUENT NAME]**'s into the future this August

[Insert 1-2 sentences highlighting a mission-centered story about a constituent and the impact of your organization]. Stories like this are made possible by thoughtful people who take action, both today and for the future.

August is National Make-A-Will Month, a meaningful time to plan for what matters most. By creating or updating your will, you can care for your loved ones while helping ensure more stories like **[CONSTITUENT NAME]**'s continue for years to come.

Our partner, FreeWill, makes it simple, secure, and completely free, taking about 20 minutes to get started.

[<hyperlink Tracking Link>](#) **Create my plan** [<hyperlink Tracking Link>](#)

Social Media Posts

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- Twitter: @FreeWill_HQ
- LinkedIn: @FreeWill

Meet **[CONSTITUENT NAME. ADD BRIEF VERSION OF STORY]**. Because of supporters like you, lives are being changed every day.

This National Make-A-Will Month, you can take one simple step to care for your loved ones and help carry stories like this forward. Creating your will is free, takes about 20 minutes, and can make a lasting impact.

Start here with our partner, [\[insert FreeWill social account\]](#): [\[insert Tracking Link\]](#)



[SHORT STORY BLURB].

National Make-A-Will Month is the perfect time to reflect on what matters most. By creating or updating your will, you can protect your loved ones while helping ensure more people like [CONSTITUENT NAME]'s continue into the future.

It's free, easy, and takes about 20 minutes with [insert FreeWill social account]: [insert Tracking Link]

Frame #3 - A Love Letter

Newsletter Insert

Write a Love Letter that Lasts

August is National Make-A-Will Month, and we encourage you to participate because it's a loving step for yourself, those in your life, and [GROUP OF IMPACT]. By creating your will, you can safeguard the people, pets, and possessions closest to your heart. We also invite you to include a gift in your plans to join us in [MISSION] for generations to come.

Our partner, FreeWill's free and secure online platform, guides you through completing this task in just 20 minutes.

<hyperlink Tracking Link> **Write this lasting expression of love today.**<hyperlink Tracking Link>

Social Media Posts

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

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

✉️ August is National Make-A-Will Month, an opportunity to write a love letter that lasts generations. Create your will to support your loved ones and [GROUP OF IMPACT] for years to come. Our trusted partner, [insert FreeWill social account], allows you to easily make your will in just 20 minutes at no cost: [insert Tracking Link]

✍️❤️ We invite you to participate in National Make-A-Will Month this August so you can create a lasting expression of love for all close to your heart. We've partnered with [insert FreeWill social account] to help you write your will in as little as 20 minutes, free of charge.



This meaningful love letter protects what matters most, including our work to [MISSION] far into the future. Get started today: [\[insert Tracking Link\]](#)

Frame #4 - What is Make-A-Will Month?

Newsletter Insert

Celebrate National Make-A-Will Month

This August is National Make-A-Will Month, a nationwide movement to help everyone, regardless of wealth or age, create a plan for the future. By joining [#] people who have already used this resource, you can care for your loved ones and help [MISSION] thrive for generations to come.


Our partner, FreeWill, makes this process completely free and easy to complete in about 20 minutes.


[<hyperlink Tracking Link>](#) **Create your will** [<hyperlink Tracking Link>](#)

Social Media Posts

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

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

What is National Make-A-Will Month?  It's a time to create a plan for the future! Join the [#] individuals who have used [\[insert FreeWill social account\]](#) to protect their loved ones and the causes they care about. It's 100% free and takes just 20 minutes to start your legacy: [\[insert Tracking Link\]](#)

August is National Make-A-Will Month!  It's the perfect moment to make a lasting commitment to [GROUP OF IMPACT] and your family. With [\[insert FreeWill social account\]](#), creating or updating your will is simple and free. Your planning today can bring lasting peace of mind: [\[insert Tracking Link\]](#)



Frame # 5 National Family Day - September 28th

Newsletter Insert

Honor National Family Day

This National Family Day, we are focusing on the people and values that make our community strong. We want to provide you with the tools to protect your own household while helping **[MISSION]** continue far into the future. By creating or updating your estate plan, you provide your family with a clear roadmap for the future.

We've partnered with FreeWill to make this essential task free and easy. Join the **[#]** people who have used this tool to name guardians, protect assets, and support the causes they care about most.

[<hyperlink Tracking Link>](#) **Create your will** [<hyperlink Tracking Link>](#)

Social Media Posts

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

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

Happy National Family Day! ❤️ The greatest gift you can give your family is the peace of mind that they are protected. Build a legacy of care today by using [\[insert FreeWill social account\]](#) to create your will for free. It takes just 20 minutes to secure your family's future: [\[insert Tracking Link\]](#)

This National Family Day, take 20 minutes to look after your loved ones with [\[insert FreeWill social account\]](#). It's a simple way to protect the people and causes you love most for years to come: [\[insert Tracking Link\]](#)



Additional Integrations

Postscripts

P.S. Write a love letter that lasts for all close to your heart by participating in National Make-A-Will Month this August. Use our partner, [FreeWill](#), to create your plans in just 20 minutes at no cost.

P.S. August is National Make-A-Will Month, and we invite you to take part, creating a lasting expression of love! [Learn more and begin your plans today.](#)

Email Signatures

[Make your will to create a lasting expression of love this August.](#)

[This August, write a love letter that lasts generations.](#)

