

National Estate Planning Awareness Week (NEPAW) 2026 Bequest Email

Example: “Certainty” framing

*On the following pages, please find a standalone email encouraging your supporters to create a will during National Estate Planning Awareness Week. **This is an example only. In order to receive your email(s) and Tracking Link(s), please request a customized version from your Strategist.***



FreeWill + [PARTNER NAME]

Email (Soft ask)

Subject line options:

- Give yourself the gift of certainty
- Create certainty for what matters most
- A simple step toward certainty

Body:

Dear [NAME],

The future is unknown, but because of supporters like you, one thing's always certain: **we can build one where [VISION].**

One of the most meaningful things you can do is to continue that stability for the people and causes you care about most. That's why we invite you to take part in **National Estate Planning Awareness Week** from October 19–25.

Creating your estate plan is important for protecting your loved ones, planning the distribution of your assets, and clarifying your wishes for those in your life.

We even invite you to include a gift in your plans to [PARTNER], helping secure our efforts to [MISSION] for generations to come.

Create my free will and legacy

Our partner, FreeWill's free online resources, can help you write your will within 20 minutes, name beneficiaries for assets outside your will, and more.

Make your plans this season and give yourself the gift of peace of mind. Those closest to your heart, including [GROUP OF IMPACT], will be supported far into the future, thanks to you.

With gratitude,
[SIGNATURE]

P.S. If you have already included a gift to [PARTNER] in your will, **please fill out this brief form** so we can thank you and keep our records up-to-date.