



CAMPAIGN OVERVIEW: 2026

National Estate Planning Awareness Week Planned Giving Suite

Why should partners participate?



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

Bequest giving rose nearly 20% in 2025, the third double-digit increase in four years. This signals that the Great Wealth Transfer is underway, and nonprofits who educate donors on estate planning and planned giving stand to benefit most.

Source: [Giving USA 2026: The Annual Report on Philanthropy for the Year 2025](#)

Estate planning is bigger than wills. You spent Make-A-Will Month educating donors about the importance of having a will in place. But numerous estate planning documents are recommended to secure one's future. NEPAW gives you a chance to spotlight Advance Healthcare Directives, Durable Financial Powers of Attorney, and more to your supporters.

It's a final push for planned gifts this year. Before year-end real-time giving goes bonkers, you can use NEPAW to educate on the importance of estate planning and encourage planned gifts (that cost nothing up front) while donors consider their end-of-year philanthropy.

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Must Have Standalone Email

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

Share a story of impact or an upcoming event at your organization. Tie the story or observance to the importance of planning ahead and beginning a legacy.

2. **Certainty (Thematic).** Soft Ask

The only thing that is certain is uncertainty. Give yourself peace of mind for the future by creating a will and including a legacy gift to our organization. These gifts can help make sure our work continues long into the future.

3. **Financial Check-up (Informational).** No Ask

National Estate Planning Awareness Week is the perfect time to do a holistic financial check-up. By creating your will and other resources like an Advanced Healthcare Directive and Financial Power of Attorney, you can enter the end of the year prepared, no matter what.

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What makes a good mission story

(Not a donor testimonial!)

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- **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.

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Content Center

Social Media, e-newsletter, postscripts

Print Pieces

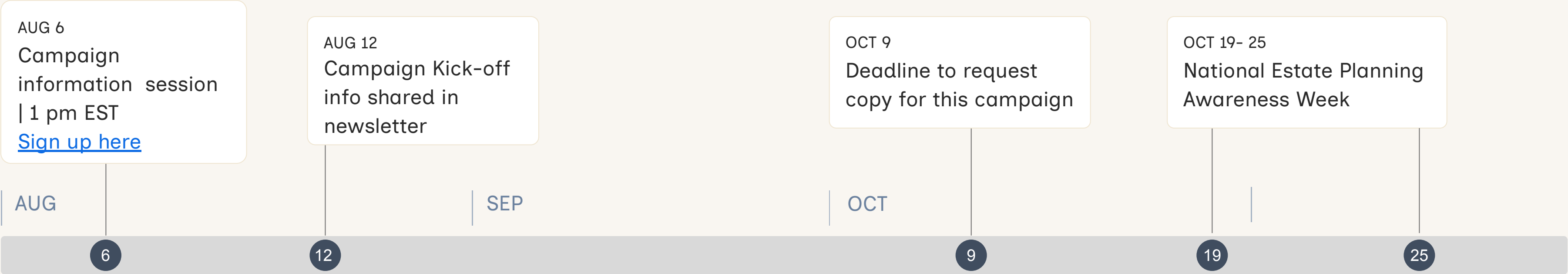
Buckslip, Postcard

Graphics

Website banner, social media graphics, email header

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Campaign Timeline



Request content

Content Team produces copy for partners

Send National Estate
Planning Awareness
Week Outreach

