

National Estate Planning Awareness Week 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 National Estate Planning Awareness Week

Now is a meaningful time to reflect on the people and causes that shape our lives. National Estate Planning Awareness Week and [EVENT/OBSERVANCE] is the perfect 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.

It's National Estate Planning Awareness Week, and you can use @FreeWill's trusted online tool to write your will and protect your future for free in about 20 minutes. 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 Estate Planning Awareness Week, take one meaningful step by creating or updating your estate plans. It's a simple way to protect your loved ones while helping ensure [VISION] 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 National Estate Planning Awareness Week

[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.

National Estate Planning Awareness Week is a meaningful time to plan for what matters most. By creating or updating your estate plans, you can care for your loved ones while ensuring more stories like **[CONSTITUENT NAME]**'s and our efforts to **[MISSION]** continue for years to come.

Our partner, FreeWill, makes it simple, secure, and completely free, taking about 20 minutes to put your plans in place.

<hyperlink Tracking Link> **Create my plan** <hyperlink Tracking Link>

Social Media Posts

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- Instagram: @FreeWillHQ
- 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 Estate Planning Awareness Week, you can take one simple step to secure the future for individuals like **[CONSTITUENT NAME]** and your loved ones. Creating your estate plan is free, takes about 20 minutes, and helps carry stories like this forward.

Start here with our partner, **[insert FreeWill social account]: [insert Tracking Link]**



[SHORT STORY BLURB].

National Estate Planning Awareness Week is the perfect time to reflect on what matters most. By making or updating your will, you can support all close to your heart while helping ensure our efforts to [MISSION] continue.

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

Frame #3 - Certainty

Newsletter Insert

Give yourself the gift of certainty

One of the most thoughtful steps you can take is creating certainty for all close to your heart, including [GROUP OF IMPACT]. That's why we're sharing that October 19–25 is **National Estate Planning Awareness Week**. By taking part, you can protect your loved ones, ensure your assets go to those you choose, and even build a legacy that [MISSION]. Our partner, FreeWill's trusted online tool, guides you through **writing your will in just 20 minutes** at no cost.

Secure a future where [VISION] today.

Social Media Posts

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

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

Give yourself the gift of certainty: October 19–25 is National Estate Planning Awareness Week, and it's the perfect moment to secure a future where [VISION]. By documenting your wishes, you can support the individuals close to your heart and our work to [MISSION] far into the future. It only takes 20 minutes to cultivate long-term certainty with this free resource from our partner, [insert FreeWill social account]: [insert Tracking Link] #NEPAW2026 #PeaceOfMind

October 19–25 is National Estate Planning Awareness Week, and you can participate to create long-term certainty. Give yourself and your loved ones the gift of peace of mind, knowing they are protected and [GROUP OF IMPACTED] are supported. Our partner, [insert FreeWill social



[account](#)], offers you a free and secure tool that guides you through the process in as little as 20 minutes: [\[insert Tracking Link\]](#) #NEPAW2026 #Certainty

Frame #4 - Financial Check-Up

Newsletter Insert

Give Your Finances a 20-Minute Check-Up

National Estate Planning Awareness Week takes place from October 19–25! This week is a great reminder to check in on your financial health, review your long-term goals, and ensure your loved ones are protected. To simplify this routine maintenance, **[PARTNER]** is proud to share a free online tool from **FreeWill**. In just 20 minutes, you can securely create or update your estate plan at absolutely no cost.

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

Time for a quick financial check-up! October 19–25 is National Estate Planning Awareness Week, a reminder to review your financial health and protect what matters most. We've partnered with [\[insert FreeWill social account\]](#) to offer our **[PARTNER]** community a free online tool to write or update your estate plans in just 20 minutes. Give your family peace of mind today: [\[insert Tracking Link\]](#) #NEPAW2026 #FinancialCheckup

For National Estate Planning Awareness Week, you can take just 20 minutes to review your plans and update your designated beneficiaries. **[PARTNER]** makes it simple with [\[insert FreeWill social account\]](#) to complete your fall financial check-up today: [\[insert Tracking Link\]](#) #FinancialHealth #NEPAW2026



Additional Integrations

Postscripts

P.S. National Estate Planning Awareness Week is here! Whether you are creating a plan for the very first time or just revisiting an existing one, it is important to consistently check in on all you love. With [FreeWill](#), you can protect all close to your heart within minutes.

P.S. Give yourself the gift of security during **National Estate Planning Awareness Week** (October 19-25). By [documenting your wishes](#), you can create long-term certainty by ensuring your loved ones and **[GROUP OF IMPACT]** are always supported.

Email Signatures

[National Estate Planning Awareness Week 2026: Take 20 minutes to complete a financial check-up for your household.](#)

[Give your finances a check-up. Protect your loved ones and create a free estate plan in 20 minutes.](#)

[Rest assured knowing all you love will be supported during National Estate Planning Awareness Week.](#)

It's National Estate Planning Awareness Week: [Create long-term certainty by supporting what matters most](#)

