



CAMPAIGN OVERVIEW

Spring Bequest 2026

Planned Giving Suite

Why should we participate?

Planned Giving provides stability. Real-time giving is always important, but planned giving is a long-term fundraising strategy that should continue to be part of your overall plan. We recommend three planned giving campaigns per year to see an increase in ROI.

Springtime is busy. With so many events, holidays, and observances throughout spring, you can use planned giving as another touchpoint and opportunity for supporters to give back.

Help your donors get organized. “Spring cleaning” is a way many people get things together for the remainder of the year. You can be part of this moment by offering a resource to help them out.



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

SPRING BEQUEST 2026

Must Have Two-Part Email Series

MAY 2026



1. Partner 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. Spring Cleaning. Soft Ask, No Ask

Organize your home, and your affairs! Creating a will is another element of “spring cleaning” that can help you feel prepared, no matter what.

**3. Volunteer Appreciation Month (April).
Soft Ask, No Ask**

Thank and honor the volunteers that make your work possible by sharing FreeWill as a way to plan for the future.

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SPRING BEQUEST 2026

Nice to Haves

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

MAY 2026



Content Center

Social Media, e-newsletter, postscripts

Print Pieces

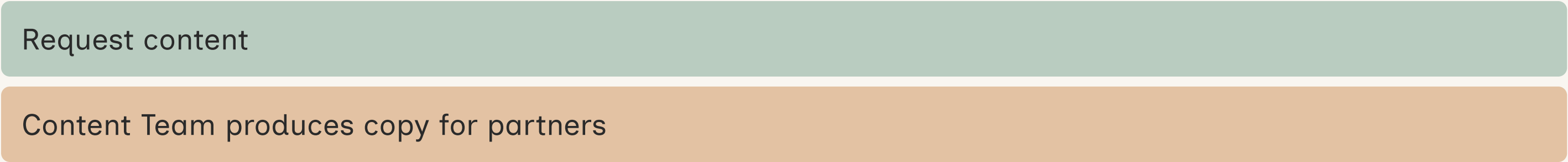
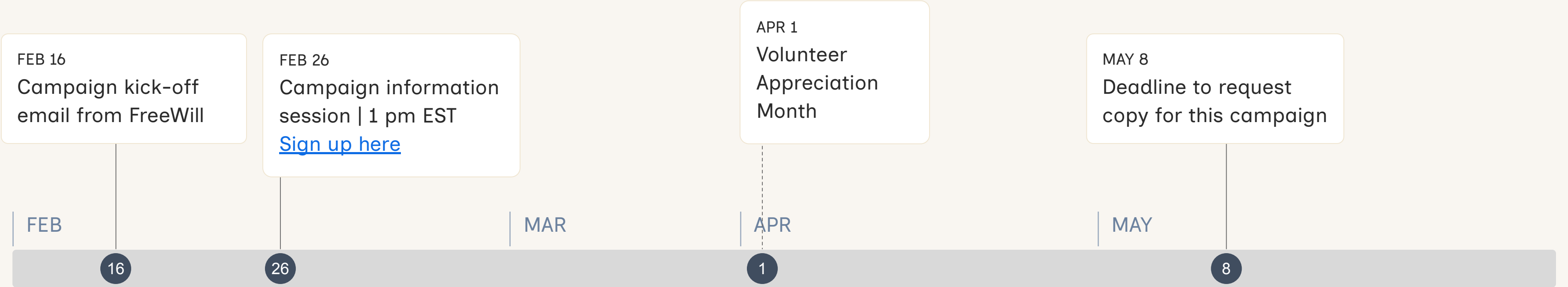
Buckslip, Postcard

Graphics

Website banner, social media graphics, email header

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Campaign Timeline



Send Volunteer Appreciation Month Copy (thru end of April)

Send Spring Bequest Copy (thru end of May)

