

FREEWILL

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!

# Must Have Two-Part Email Series

## 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.



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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## SPRING BEQUEST 2026

# Campaign Timeline

