

# Spring 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

**Make the most of the season with [ORG]**

This spring, join us for [EVENT/OBSERVANCE] by creating your will. It's a powerful way to support [MISSION] and your loved ones.

Through our partnership with FreeWill, you can create or update your will in just 20 minutes, completely free. It's a simple way to protect what matters most to you 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

<sup>Spring</sup><sub>17</sub> As we celebrate [EVENT/OBSERVANCE], consider creating your will to support [MISSION] and those closest to your heart.

Make or update your will for free with [insert FreeWill social account]: [insert Tracking Link]

✨ As we take part in [EVENT/OBSERVANCE] this spring, commit to planning for what matters most — our loved ones, our communities, and [MISSION]. Make or update your will in just 20 minutes for free with [insert FreeWill social account]: [insert Tracking Link]



## Frame #2 - Partner Story

### Newsletter Insert

Support those like **[NAME]** and your loved ones this spring

**[Insert 1-2 sentences about a mission-related story with your organization]**. As we enter spring, consider renewing your commitment to shaping more stories like this one and plan for what matters most. By creating or updating your estate plan, you can care for your loved ones and ensure those like **[NAME]** can thrive far into the future.

Our partner, FreeWill, makes the process simple, secure, and completely free, taking only 20 minutes to get started.

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

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Meet **[NAME]**, someone whose care and generosity made a lasting difference for **[IMPACTED GROUP]**. This season, you can build a legacy like theirs. Creating a will ensures your loved ones are cared for, and your values live on for years to come.

It only takes 20 minutes, and it's completely free through our partner, **[insert FreeWill social account]: [insert Tracking Link]**

Stories like **[SHORT BLURB]** are only possible because of thoughtful people who plan ahead. Spring is the perfect moment to renew your commitment to **[GROUP OF IMPACT]** and your loved ones. With **[insert FreeWill social account]**, making or updating your will is simple, free, and takes just 20 minutes. Your plan today can bring hope and transformational change for years to come: **[insert Tracking Link]**



## Frame #3 - Spring Cleaning

### Newsletter Insert

#### Spring Cleaning: Creating space for what matters most

As you get organized this spring, consider bringing order and clarity to yourself by recording important decisions in a will. No matter your life stage or wealth, it's an essential step for protecting your loved ones, planning for the distribution of your assets, and gaining peace of mind. By including a gift in your plans, you can even build a legacy that **[MISSION]**.

Our trusted partner, FreeWill, guides you through making or updating your will in as little as 20 minutes, free of charge. Clear the clutter, and complete this task today.

<hyperlink Tracking Link> **Create your will** <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

✍️ Get organized by making a plan that reflects your wishes to protect the people you love and support **[MISSION]**. Create or update your will with our trusted partner, **[insert FreeWill social account]** in just 20 minutes at no cost: **[insert Tracking Link]**

Clear the clutter, and bring clarity to yourself and your loved ones. By making your will, you can support the individuals and causes, like **[MISSION]**, close to your heart for generations to come. Get started for free today: **[insert Tracking Link]**

## Additional Integrations

### Postscripts

**P.S.** Get organized this spring season by recording your wishes in a will, with our partner, <hyperlink Tracking Link> **FreeWill** <hyperlink Tracking Link>.



**P.S.** Clear the clutter, and make your wishes known. Use our partner, [<hyperlink Tracking Link>FreeWill <hyperlink Tracking Link>](#) to create your will in just 20 minutes at no cost.

## Email Signatures

[<hyperlink>Create your will in 20 minutes. Get organized this Spring.<hyperlink>](#)

[<hyperlink>Clear the clutter, and record your wishes in a will.<hyperlink>](#)

