

Summer SGS Board Email

Smart Giving Suite (SGS) Example

Below, please find an email template for your Board Members that explains why soliciting smart gifts is a powerful opportunity for your organization and encourages them to consider making a donation themselves.

This is an example only. In order to receive your email(s) and Tracking Link(s), please request a customized version from your Strategist.



FreeWill + [PARTNER NAME]

Subject: Why we're raising smarter gifts

Preview Text: Non-cash ways to [MISSION]

Body:

Dear [NAME],

Did you know that less than **3% of household wealth is held in cash?** We have a tremendous opportunity to maximize our funding by focusing on raising non-cash gifts this year. Board members like you have invested so much time and guidance into [PARTNER], and we want to ensure we make the smartest decisions to advance [MISSION].

Qualified Charitable Distributions (QCDs) and grants from **Donor-Advised Funds (DAFs)** are particularly powerful right now.

- DAF grants and QCDs to nonprofits are growing 19–37% year over year.
- QCDs and DAF grants are, on average, **over 30x larger than cash gifts.**
- DAF donors give more, give repeatedly, and have higher lifetime value.
- There is nearly **\$18 trillion** sitting in IRAs.

The **FreeWill platform** makes it easier for donors to make their gifts in just a few minutes. It also offers people a way to give appreciated **cryptocurrency** and **stock**, two other powerful ways to give back. In addition, FreeWill's team provides marketing materials so that our organization can easily promote these opportunities to give while sharing its tax benefits in a digestible way.

[Explore the FreeWill platform](#)

According to IRS Data, nonprofits accepting non-cash gifts are growing **faster** than those only accepting cash. **It's vital that [PARTNER] takes advantage of this momentum to increase our fundraising over the course of the year.**

We hope you take a moment to explore this partnership and even consider making a smart gift yourself. If you have any questions, please do not hesitate to contact me at [CONTACT INFORMATION].

Thank you for all you do.

Sincerely,

[SIGNATURE]