

# Summer Smart Giving Suite (SGS) 2026

## Email

### Example: “Educational” framing

*Below, please find an email to share with your supporters, encouraging them to consider making a tax-smart gift this summer.*

*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]

## Email

### Subject line options:

- Beat the heat with these tax-savvy giving tips
- A mid-year guide to maximizing your impact

**Preview Text:** Your smart gift can do more for [GROUP OF IMPACT] this summer.

### Body:

Dear [NAME],

As the days get longer and the pace of summer settles in, many of us take this time to pause and recharge. At [PARTNER], it's a season where we reflect on the progress we've made on [GROUP OF IMPACT] and prepare for the vital work still to come.

Summer is one of the best times to review your giving strategy. By focusing on non-cash assets now, you can get ahead of the year-end rush and ensure your support for [MISSION] is as impactful and tax-efficient as possible.

We call this "Smart Giving," and here is why you should explore these options now:

- **Stock or Cryptocurrency Contributions:** If you've seen growth in your portfolio during the first half of the year, donating appreciated assets allows you to eliminate capital gains tax. This means more of your gift goes directly to [MISSION] than if you sold the asset and donated the cash.
- **IRA Gifts:** For those 70.5 or older, this contribution reduces your taxable income for the year and helps fulfill your *Required Minimum Distribution* (if 73+) well before the end of the year
- **Grants from your Donor-Advised Fund (DAF):** If you've already set aside funds, you can put these assets to work, to sustain [PARTNER'S WORK] during a season when traditional giving often slows down.

[Explore my giving options](#)

By choosing these smarter ways to give, you strategically use your resources to ensure [GROUP OF IMPACT] can thrive all year long. And this process is easier than ever thanks to FreeWill's tool that helps you learn more and make your contribution in minutes.



Wishing you a safe and joyful summer season.

With gratitude,

[SIGNATURE]

**P.S.** Recent tax changes have affected how donors are giving this year. To learn more about how they can impact you, [read this blog post](#).