

# Summer Smart Giving Suite (SGS) 2026 Email

## Example: “Partner Event” 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]

**Subject line:** Celebrate [EVENT] with a non-cash gift

**Preview Text:** Use your assets to [MISSION] this season.

**Body:**

Dear [NAME],

[DESCRIPTION ABOUT EVENT/OBSERVANCE].

**We invite you to celebrate [EVENT] with a non-cash gift.**

Through donations of appreciated **stock** or **cryptocurrency**, **IRA** contributions (if you are 70.5 or older), or **Donor-Advised Fund** grants, you can [MISSION].

[Give Now](#)

Non-cash assets worth [\$ amount] can [SPECIFIC IMPACT (e.g. provide x amount of books for students, x amount of meals for our neighbors, etc.)], benefiting both your finances and our community.

[MORE INFORMATION ABOUT EVENT, QUOTE ABOUT WHAT IT MEANS TO THE COMMUNITY, ETC.]

**Use your resources today to build a future where [VISION].**

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](#).