

Summer SGS 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 Story

Newsletter Insert

Support those like **[CONSTITUENT]** the smart way this summer

With your generosity, we ensure those like **[CONSTITUENT]** can flourish.

[INSERT QUOTE OR INFO ABOUT STORY]

By donating appreciated **stock**, contributing **cryptocurrency**, making a gift from your **IRA** (if you're 70.5 or older), or recommending a **Donor-Advised Fund** grant, you can make a tax-smart gift that **[MISSION]**. Just **[\$ amount]** in non-cash assets can **[SPECIFIC IMPACT (e.g. provide x amount of books for students, x amount of meals for our neighbors, etc.)]**.

<hyperlink Tracking Link> Make my smart gift <hyperlink Tracking Link>

Social Media Posts

Please tag the FreeWill Social Media account corresponding with each platform, if you decide to mention FreeWill in the post:

- Facebook: @FreeWillHQ
- Instagram: @FreeWillHQ
- Twitter: @FreeWill_HQ
- LinkedIn: @FreeWill

Smart giving options like appreciated stocks, cryptocurrency, DAF grants, and IRA gifts can help you save on taxes and help those like **[CONSTITUENT]**. **[Short quote from constituent or impact statement]**.

This summer, take a moment to make this powerful contribution for our mission to **[MISSION]**:
[insert Tracking Link]

#SmartGiving #NonCashGifts #FreeWill #GiveBack



☀️ This summer, consider contributing to [MISSION] in a powerful way. Your gift will support those like [CONSTITUENT] and your finances. [Short quote from constituent or impact statement].

Get started today: [\[insert Tracking Link\]](#)

#SmartGiving #NonCashGifts #FreeWill #GiveBack

Frame #2 - Partner Event

Newsletter Insert

Celebrate [EVENT] with a smart gift

[Insert 1-2 sentences about event or observance]. One powerful way you can honor this occasion is by donating **stock** or **cryptocurrency**, giving from your **IRA** (if you're 70.5 or older), or recommending a grant from your **Donor-Advised Fund**.

Together, we can [MISSION] and benefit our finances.

[<hyperlink Tracking Link>](#) **Learn more and give now** [<hyperlink Tracking Link>](#)

Social Media Posts

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Honor [EVENT] with a powerful donation that can [MISSION] and benefit your finances. Learn more about gifts of stock, cryptocurrency, IRA contributions, and Donor-Advised Fund (DAF) grants today: [\[insert Tracking Link\]](#)

#SmartGiving #NonCashGifts #FreeWill #GiveBack



As we look forward to celebrating [EVENT], consider making a smart gift to support [GROUP OF IMPACT] and your finances. Donating appreciated stock or cryptocurrency, giving from your IRA (if you're 70.5 or older), or making a Donor-Advised Fund (DAF) grant can go further than cash, making it an incredibly special way to honor this occasion: [insert Tracking Link]

#SmartGiving #NonCashGifts #FreeWill #GiveBack

Frame #3 - Education

Newsletter Insert

Make a powerful difference for [GROUP OF IMPACT] this summer

This summer, we encourage you to think about the different ways you want to make a difference for [MISSION]. Consider donating **stock** or **cryptocurrency**, giving from your **IRA** (if you're 70.5 or older), or recommending a grant from your **Donor-Advised Fund** (DAF) because you can support [GROUP OF IMPACT] and your finances.

Getting ahead of the year-end rush means your support for [PARTNER] is as impactful and tax-efficient as possible.

<hyperlink Tracking Link> **Make my smart gift** <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 ahead of the end-of-year giving rush and make a smart gift that can create a larger impact on [GROUP OF IMPACT] and your finances. Learn more about donations of stock, cryptocurrency, Donor-Advised Fund grants, and IRA contributions: [insert Tracking Link]

#SmartGiving #NonCashGifts #FreeWill #GiveBack



This summer, consider the following ways to ensure your support for [MISSION] is as impactful and tax-efficient as possible: donating appreciated stock or cryptocurrency, giving from your IRA (if you're 70.5 or older), or making a grant from a Donor-Advised Fund (DAF).

Learn more about these options and give today: [insert Tracking Link]

#SmartGiving #NonCashGifts #FreeWill #GiveBack

Additional Integrations

Postscripts

P.S. This summer, <hyperlink Tracking Link>**make a smart gift**<hyperlink Tracking Link> to ensure your support for [GROUP OF IMPACT] is as impactful and tax-efficient as possible.

P.S. This summer, get ahead of the end-of-year rush by <hyperlink Tracking Link>**giving a tax-savvy gift.** <hyperlink Tracking Link> You'll [MISSION] and benefit your finances.

Email Signatures

<hyperlink>**Tax-efficient ways to support us before the end of summer**<hyperlink>

<hyperlink>**Make the largest impact on [GROUP OF IMPACT] this summer.**<hyperlink>

