

Winter Bequest Campaign 2026

January & February 2026

Why should we participate?

Pivot from cash to long-term support. The end of the year is when most teams focus on real-time giving. Now it's time to share a way that your donors can give that costs nothing today but has a long-term impact.

Planned Giving = long term stability. More than ever, nonprofits are looking for fundraising models that aren't as vulnerable to economic downturns

Time to refresh our pandemic wills. Most Americans do not update their wills. We know that estate planning spiked in 2020 due to the COVID-19 pandemic. Now, five years out, Americans need to update their plans to reflect their lives today.

Your next step? Talk with your FreeWill Strategist to set dates for outreach and receive content!



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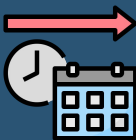
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Must Have Two-Part Email Series



Partner Story or Event. *Soft ask, direct ask.*

In 2025, we learned that a higher percentage of estate plans made from partner story/event emails include a bequest! Share an impact story or upcoming event for us to build a campaign around.



Future You. *No ask, Soft ask.*

Urgent messaging. NOW is the time to take action and create a plan for the future. Your future self will thank you for the action you take today.



Random Act of Kindness Week (Alternative). *No ask, soft ask.*

February 15 - 21th is Random Act of Kindness Week. A seemingly “random” way to care for your loved ones is to create an estate plan!

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Impact Story

*Not just a planned giving
testimonial! Examples:*

Healthcare

- Patient story
- New research breakthrough or building

Higher Education

- Student story
- New fellowship or academic program

Political/Advocacy

- Volunteer highlight
- Campaign milestone or policy win

Public Media

- Local news story produced bc of listener support
- Recently launched educational or cultural program

Community Support (food bank, job training, etc.)

- A family who received groceries during a difficult month
- An individual who transitioned to a permanent job



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Nice to Haves

*Additional pieces
available on the [Marketing
Library](#) unless otherwise
noted.*

Staff Email — Emails to Staff Members are the second most impactful pieces of content (after emails to donors). Please request a staff email from your strategist.

Content Center — Social Media, e-newsletter, postscripts

Print Pieces — Buckslip, Postcard

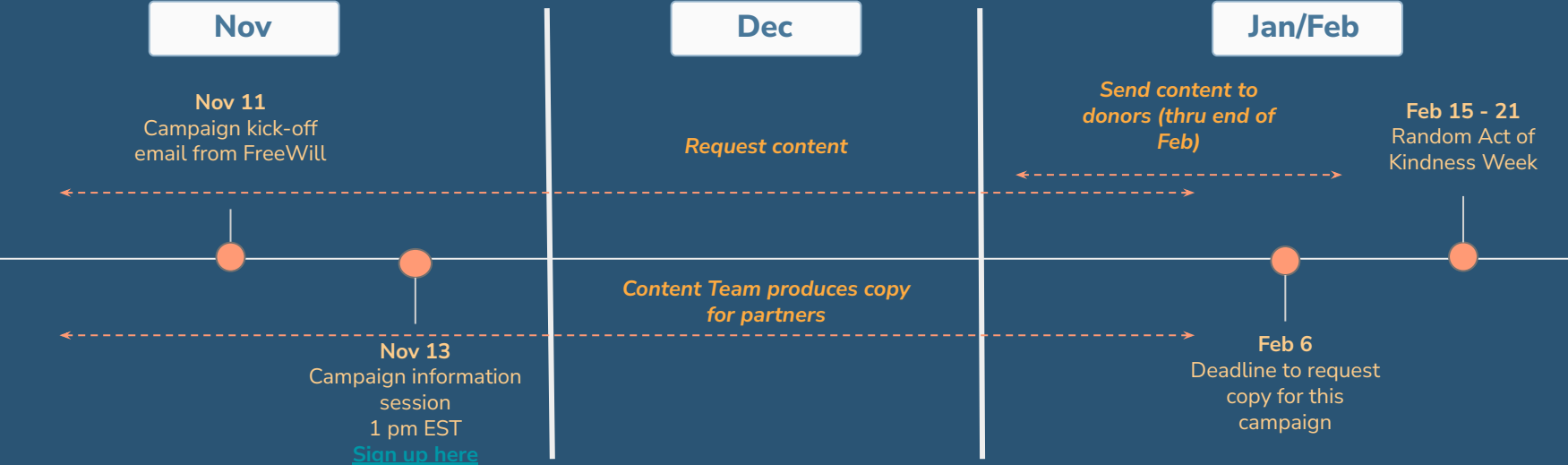
Graphics — Website banner, social media graphics, email header



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Timeline



Note: content will not be delivered to partners between Wednesday, December 24th and Friday, January 2nd for the holidays. Please plan accordingly.