

Winter 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*

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Frame #1 - Partner Event or Observance

Newsletter Insert

Make the most of the season with [ORG]

This January, join us for [EVENT/OBSERVANCE] and take a moment to start your year with intention. The beginning of a new year is a powerful time to reflect on what matters most — your loved ones, your values, and the impact you want to make in the world.

Through our partnership with **FreeWill**, you can create or update your will in just 20 minutes, completely free. It's a simple way to protect what you love and begin the year with peace of mind.

<hyperlink Tracking Link> [Create my plan](#) <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

 A new year brings new opportunities to plan ahead. Join us for [EVENT/OBSERVANCE] as we reflect on what matters most and take steps to protect our loved ones and values.

Create or update your will for free with [insert FreeWill social account], and start 2026 with peace of mind: [insert Tracking Link]

✨ Begin 2026 with intention! As we take part in [EVENT/OBSERVANCE], let's commit to planning for what matters most — our families, our communities, and the causes we care about most. Make or update your will in just 20 minutes for free with [insert FreeWill social account]: [insert Tracking Link]



Frame #2 - Partner Story

Newsletter Insert

A new year to plan for a bright future for yourself and [ORG]

[Insert 1-2 sentences about a mission-related story with your organization]. As we welcome the new year, now is the perfect time to make a lasting commitment to shaping more stories like this one and plan for what matters most. By creating or updating your estate plan, you can care for your loved ones and support those like [CONSTITUENT] far into the future.

Our partner, **FreeWill**, makes the process simple, secure, and completely free, taking only 20 minutes to get started.

<hyperlink Tracking Link> [Create my plan](#) <hyperlink Tracking Link>

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Meet [NAME]—someone whose care and generosity made a lasting difference for [IMPACTED GROUP]. This season, you can build a legacy like theirs. Creating a will ensures your loved ones are cared for and your values live on for years to come.

It only takes 20 minutes, and it's completely free through our partner, [insert FreeWill social account]:
[insert Tracking Link]

Stories like [SHORT BLURB] are only possible because of thoughtful people who plan ahead.



This new year is the perfect moment to reflect on the legacy you wish to build for yourself and [ORG]. With [insert FreeWill social account], making or updating your will is simple, free, and takes just 20 minutes. Your plan today can bring hope and transformational change for years to come: [insert Tracking Link]

Frame #3 - Future You

Newsletter Insert

Future you will thank you for taking this step

Each day, we make choices that help our future selves like saving for tomorrow, and caring for our health. Creating or updating your will is one more meaningful step in that journey. A will ensures your loved ones are protected, your wishes are honored, and your values continue to make an impact for years to come.

With our trusted partner **FreeWill**, you can create or update your will in about 20 minutes — completely free and secure.

Take this moment to care for *Future You* and everyone who matters most.

<hyperlink Tracking Link> **Take care of your future self** <hyperlink Tracking Link>

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- Twitter: @FreeWill_HQ
- LinkedIn: @FreeWill

Every step you take today shapes your tomorrow. 🌞 This year, give *Future You* the gift of peace of mind — create or update your will with our trusted partner, [insert FreeWill social account]. To make or update your will in just 20 minutes at no cost: [insert Tracking Link]

Future You will thank you for this one. Creating or updating your will is one of the most meaningful ways to protect your loved ones and plan for tomorrow. It's quick, free, and gives you peace of mind for your future and the future of [ORG]. Get started for free today: [insert Tracking Link]



Other Integrations

Postscripts

P.S. Give *Future You* peace of mind — create or update your free will today with [<hyperlink Tracking Link>FreeWill <hyperlink Tracking Link>](#).

P.S. Take one simple step today to protect everything you love tomorrow. Get started with [<hyperlink Tracking Link>FreeWill <hyperlink Tracking Link>](#).

Email Signatures

[<hyperlink>](#)Create your will in 20 minutes — Future You will thank you.[<hyperlink>](#)

[<hyperlink>](#)Plan today for peace of mind tomorrow.[<hyperlink>](#)

