

Winter 2027 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 Event or Observance

Newsletter Insert

Make the most of the season with [ORG]

This month, 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 2027 with peace of mind: [insert Tracking Link]

✨ Begin 2027 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 - Mission Story

Newsletter Insert

A new year to plan ahead for yourself and [ORG]

[Insert 1-2 sentences highlighting a mission-centered story about a constituent and the impact of 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 planning for what matters most. By creating or updating your estate plan, you can care for your loved ones and support [MISSION] far into the future.

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

<hyperlink Tracking Link> **Create my plan** <hyperlink Tracking Link>

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Meet [CONSTITUENT NAME]. [ADD BRIEF VERSION OF STORY]. This season, you can build a legacy that creates a lasting difference for [IMPACTED GROUP].

Making a will ensures your loved ones are cared for, and your values live on for years to come. It only takes 20 minutes and is 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: [insert Tracking Link]



Frame #3 - By the Numbers

Newsletter Insert

[NUMBER] reasons to plan ahead

[INSERT NUMBER: what this number represents, e.g. people served in 2026, years serving the community, or a standout stat from your annual impact report]. Every one of those [GROUP OF IMPACT] represents a life you've helped shape simply by being part of our community. That kind of impact deserves a plan that lasts just as long.

Our partner, FreeWill, makes it simple to create or update your will in about 20 minutes, completely free. It's one more way to make sure the impact you've helped build continues to grow.

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

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- Twitter: @FreeWill_HQ
- LinkedIn: @FreeWill

[INSERT NUMBER/STAT] is what your generosity made possible in 2026. Here's to writing the next chapter together in 2027.

Create or update your will for free with [insert FreeWill social account]: [insert Tracking Link]

Last year, we were able to [INSERT STAT] only because people like you plan ahead. As we step into 2027, take 20 minutes to create or update your will with our partner, [insert FreeWill social account]: [insert Tracking Link]



Frame #4 - Set Your Intentions for the New Year

Newsletter Insert

Set Your Intentions for 2027

The start of a new year is a natural moment to set your intentions, especially when it comes to the people, pets, and causes closest to your heart. One meaningful way to put those intentions into action is to create or update your will.

Our partner, FreeWill, offers a free, secure way to do just that in about 20 minutes. It's a chance to protect the people you love while helping ensure **[MISSION]** can continue for years to come

<hyperlink Tracking Link> **Set my intentions for the future** <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

New year, new intentions! Creating or updating your will is one way to protect the people and causes you care about most.

It's free and takes about 20 minutes with our partner, **[insert FreeWill social account]: [insert Tracking Link]**

As 2027 begins, take a moment to set your intentions for the people, pets, and causes closest to your heart. Create or update your will for free with **[insert FreeWill social account]: [insert Tracking Link]**



Additional Integrations

Postscripts

P.S. **[INSERT NUMBER/STAT]** only tells part of our story. Add your own chapter by creating or updating your will for free with [<hyperlink Tracking Link>](#)**FreeWill**[<hyperlink Tracking Link>](#).

P.S. Set your intentions for 2027. By [<hyperlink Tracking Link>](#)**documenting your wishes**[<hyperlink Tracking Link>](#), you can protect both your loved ones and **[GROUP OF IMPACT]**.

Email Signatures

[<hyperlink>](#)**Set your intentions for the future by creating your free will today.**[<hyperlink>](#)

[<hyperlink>](#)**[INSERT NUMBER] and counting. Secure your tomorrow today with this free estate planning resource.**[<hyperlink>](#)

