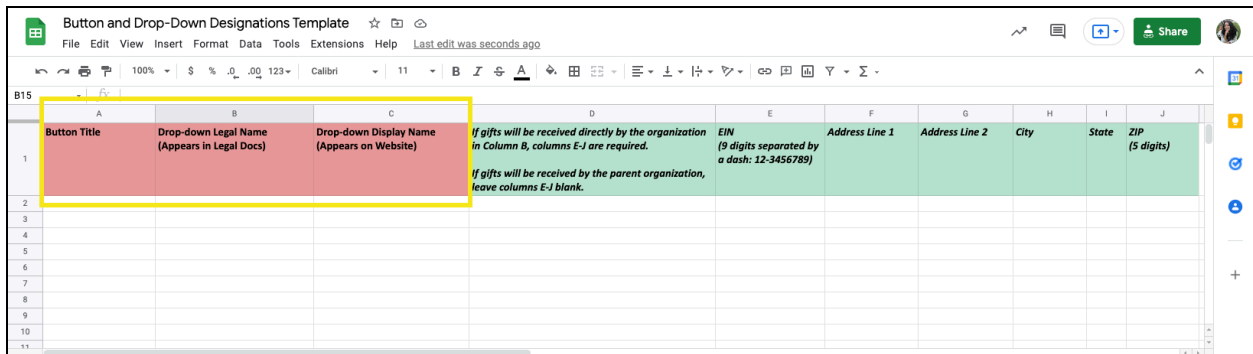# FREEWILL

Providing Designation Options for Your FreeWill Site

Hello! As you are aware, our tools aim to make donating to your organization easy and accessible. You can provide a list of designation options (i.e. funds, programs within your organization, affiliated organizations for whom you are raising funds, etc.) to help your donors specify what they'd like their gifts to support. These designation options appear as **buttons** *and* **drop-downs** *on your site.*
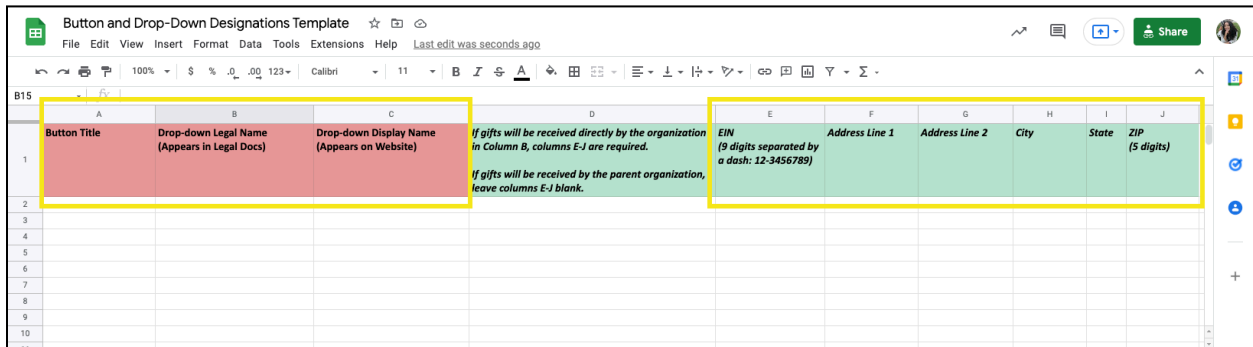
If your organization wants to offer donors more than the recommended 10 designation options to support, please use this [template](#) *to provide a list you'd like to appear on the custom site for each tool you've purchased. The list you provide in the template will be published on your site as submitted.*

If gifts will go directly to your organization to administer to an affiliated organization (i.e. a specific parish, school, or department)*, list the buttons and drop-downs you'd like to appear on your site in* **columns A-C of the template***.*

If gifts will go directly to an affiliated organization, the affiliated organization's EIN and address are required. *List the buttons and drop-downs you'd like to appear on your site along with their corresponding EINs and addresses in* **columns A-C and E-J of the template***.*
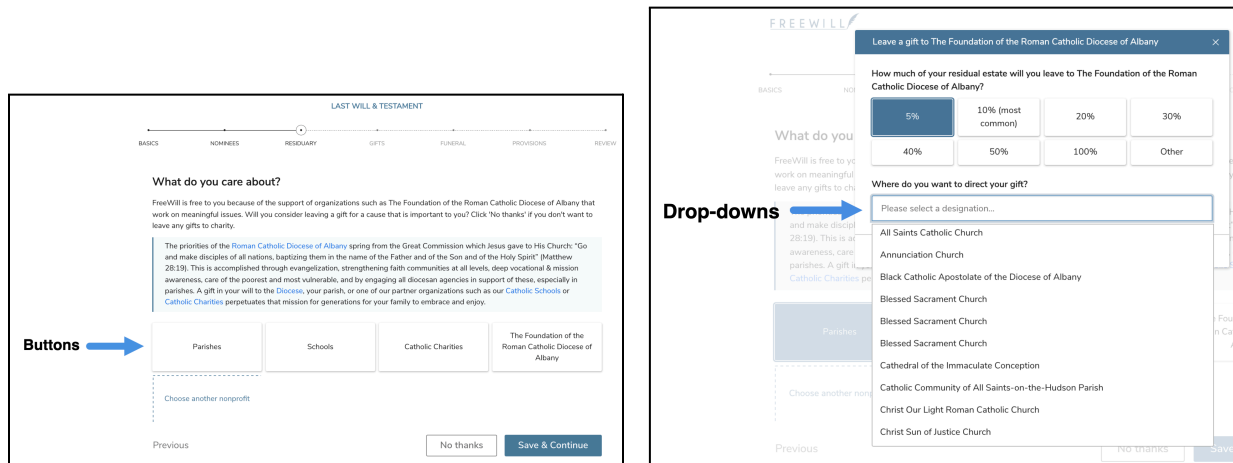
FAQs

What is a button?

Most of our partners have one main button on their site that displays their organization's name. But you can also think of buttons as ways to group designation options. For example, if you have a list of parishes, you can create a button titled "Parishes" and show each parish as a drop-down appearing under that button.

What is a drop-down?

A drop-down is a designation option within your organization, or an affiliated organization, you'd like donors to make gifts to.

How will this information appear on my site?

The charitable giving page of your site will display buttons for your donors to click. Once a donor clicks on a button, a list of drop-downs will appear for your donor to select.

Can I control what order the buttons or dropdowns appear in?

Yes! In the template, simply list them in the order you'd like them to appear.

What will my donors' estate plans look like if gifts go to my organization directly?

If gifts will be received by your organization on behalf of an affiliated organization, donors' estate plans will include your organization's EIN and address and indicate that their gift will be distributed to your organization "in support of" the designation option they selected.

For example, if gifts will be received directly by the Brockport Foundation on behalf of specific departments or initiatives, they would list their designation options as follows:

These designation options would appear on their site in these buttons and drop-downs:

If a donor selected the "Area of Greatest Need" drop-down, their estate plan would read:

FREEWILL

What will my donors' estate plans look like if gifts will go to an affiliated organization directly?

If gifts will go directly to an affiliated organization, the EIN and address of the receiving organization will appear in donors' estate plans.

For example, if gifts will go directly to affiliated organizations listed by the Roman Catholic Diocese of Albany, they would list their designation options as follows:

Button and Drop-Down Designations Template

Button Title	Drop-down Legal Name (Appears in Legal Docs)	Drop-down Display Name (Appears on Website)	If gift will be received directly by the organization in Column B, columns E-J are required. If gift will be received by the parent organization, leave columns E-J blank.	EIN (9 digits separated by a dash: 12-3456789)	Address Line 1	Address Line 2	City	State	ZIP (5 digits)
Parishes	All Saints Catholic Church	All Saints Catholic Church		27-0221761	12 Rosemont Street		Albany	NY	12203
Parishes	Blessed Sacrament Church	Blessed Sacrament Church		14-1338327	607 Central Ave		Albany	NY	12206
Parishes	Cathedral of the Immaculate Conception	Cathedral of the Immaculate Conception		14-1347444	125 Eagle Street		Albany	NY	12202
Parishes	Christ the King Church	Christ the King Church		14-1433819	20 Sumpter Ave.		Albany	NY	12203
Parishes	Parish of Mater Christi	Parish of Mater Christi		27-0221761	40 Hopewell Street		Albany	NY	12208
Parishes	Sacred Heart of Jesus Church	Sacred Heart of Jesus Church		14-1404089	33 Walter St.		Albany	NY	12204
Parishes	St. Francis of Assisi Parish	St. Francis of Assisi Parish		27-2867298	391 Delaware Ave.		Albany	NY	12209
Parishes	St. Mary's Church	St. Mary's Church		14-1363383	10 Lodge St		Albany	NY	12207
Parishes	St. Vincent de Paul's Church	St. Vincent de Paul's Church		14-1340049	900 Madison Ave.		Albany	NY	12208
Parishes	The Roman Catholic Diocese of Albany	The Roman Catholic Diocese of Albany		14-1347456	40 North Main Avenue		Albany	NY	12203
Parishes	St. Mary's Church	St. Mary's Church		14-1412458	156 E. Main St.		Amsterdam	NY	12010
Schools	St. Mary's School - Waterford	St. Mary's School - Waterford		14-1513633	12 Sixth Street		Waterford	NY	12188
Schools	St. Mary's School - Ballston Spa	St. Mary's School - Ballston Spa		14-1510600	40 Thompson Street		Ballston Spa	NY	12020
Schools	St. Pius X	St. Pius X		14-1387288	75 Upper Loudon Road		Loudonville	NY	12211
Schools	St. Thomas the Apostle	St. Thomas the Apostle		90-0635100	42 Adams Place		Delmar	NY	12054
Schools	Albany Diocese School Board Catholic School	Albany Diocese School Board Catholic School Office		14-1605502	40 North Main Avenue		Albany	NY	12203
Schools	Bishop Maginn High School	Bishop Maginn High School		84-3487689	40 North Main Avenue		Albany	NY	12203
Schools	Catholic Central High School	Catholic Central High School		84-3195506	40 North Main Avenue		Albany	NY	12203
Schools	Notre Dame/Bishop Gibbons High School	Notre Dame/Bishop Gibbons High School		84-3473896	40 North Main Avenue		Albany	NY	12203
Schools	Saratoga Central Catholic School	Saratoga Central Catholic School		84-3442755	40 North Main Avenue		Albany	NY	12203
Catholic Charities									
The Foundation of the Roman Catholic Diocese of Albany									

These designation options would appear on their site as these buttons and drop-downs:

Button clicked

Drop-down selected

If a donor selected the "All Saints Catholic Church" drop-down under the "Parishes" button, their estate plan would read:

Affiliated organization's information (name, EIN, address)

Article V: Gift of Residue

All of the residue of my estate shall be distributed to the following beneficiaries in the noted percentages:

A. 100% shall be distributed to All Saints Catholic Church, a nonprofit organization, EIN 27-0221761, with an address at 12 Rosemont Street, Albany, NY 12203, or its lawful successor, to be used as determined by its Board of Directors (or equivalent governing body). My Executor, in my Executor's discretion, may satisfy this gift with cash or property of an equivalent fair market value as of the date of distribution.

If all of the above dispositions in this Article V fail, I give all of the residue of my estate to my Heirs.

What information is required for customized buttons and drop-downs?
- Organization Address
- ZIP Code
  - *Must be 5 digits.*
- EIN
  - *Must be 9 digits. First 2 digits must be separated from the following 7 with a dash, e.g. 13-5613797.*
  - *EINs not formatted correctly can lead to delays in processing gifts.*
- Legal Name
  - *The organization's name printed as you want it to appear in donors' estate plans.*
- Display Name
  - *The organization's name printed as it will appear in the button or dropdown menu.*
  - *If the organization uses an acronym for its display name, we recommend providing the organization's full name AND acronym to make it as clear as possible for your supporters (e.g. American Heart Association (AHA)).*