

Spring into action!

Remind your supporters of a simple way to renew their support for their loved ones and your cause: creating a will.

KEY DATES

May 1	Recommended campaign start date
May 6	Final possible day to request Spring content from your Strategist
May 31	Final recommended deadline to send your Spring email

LAST YEAR'S STATS

\$8.9M Amount raised

92% From emails overall

27% From follow-up emails

182 Pieces of outreach sent

WHY A SPRING CAMPAIGN?

From flowers in bloom to spring cleaning lists, spring is the season of change and renewal. Sharing the Bequest tool as **a resource** can give your supporters peace of mind, and a tangible way to prioritize their loved ones, values, and the causes they love this season! And if **a legacy gift appeal** better aligns with your goals, highlight one type of giving that provides sustained support to your organization and helps you look ahead with a sense of purpose: planned giving.

WHY SHOULD I PARTICIPATE?

Last spring, partners raised a total of **\$8.9M** in planned gift commitments through their outreach, and **92%** of those planned gifts were generated by emails. The only thing that stands between you and potential campaign success is getting your emails on the calendar!

HOW DO I GET STARTED?

1. Talk to your Strategist and request your Spring campaign content **between now and May 6** at the latest.
2. Schedule your email outreach **between May 1 and May 31**.
3. Seamlessly offer your supporters one easy way to mark the season of change and renewal with generosity — and peace of mind.

