



# FreeWill + Cooperative Baptist Fellowship Foundation

## August 2022 Make-A-Will Sunday Toolkit

*Below, please find a toolkit to share with your donors about National Make-A-Will Month and Make-A-Will Sunday (August 14, 2022) with your community.*

**Please use the Tracking Link that accompanies each piece of copy** so we can accurately track gifts generated from this outreach.

[Initial Email](#)

[Email 2](#)

[Email 3](#)

[Social Post & Graphic](#)

[Newsletter/Bulletin Insert](#)



## Initial Email

**\*\*Tracking Link for Initial Email (please hyperlink to this URL as demonstrated below):**

[https://www.freewill.com/cbf?utm\\_source=partner&utm\\_medium=eblast&utm\\_campaign=202208\\_cbf\\_mawm\\_noask\\_faith\\_maws\\_toolkit](https://www.freewill.com/cbf?utm_source=partner&utm_medium=eblast&utm_campaign=202208_cbf_mawm_noask_faith_maws_toolkit)

*Below please find an initial email to send prior to Make-A-Will Sunday. We recommend sending this email the Tuesday or Wednesday (August 9th or 10th) prior to Make-A-Will Sunday.*

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**Subject:** A Sunday of Stewardship

**Body:**

Dear [NAME],

Did you know August is National Make-A-Will Month? It serves as a reminder to complete important estate planning documents in preparation for the future. I'd like to challenge our community to take this one step further with **Make-A-Will Sunday** — a time to focus on intentional stewardship of the resources God has blessed us with.

Having a will in place not only lessens the difficulty of decisions for your loved ones after your passing — it is also an opportunity to create a legacy that passes on your faith and values to future generations. **So I hope you'll set aside time this Sunday, August 14th, to create a plan that stewards your resources in a God-honoring way.**

If you don't have an up-to-date will in place, you can use [this estate planning resource](#) from FreeWill to get started. FreeWill is a trusted online platform that can help you write your legal will in 20 minutes or less at zero personal cost.

<<link in button>> [Create my will!](#) <<link in button>>

While you create your will, you'll have the opportunity to plan for your assets, dictate important decisions about the future, and even make a bequest to ministries and causes you care about. If you'd like to meet with an attorney to finalize your plans or address complex concerns, you can still use this resource to create a list of documented wishes beforehand.



I hope you'll take part in Make-A-Will Sunday and consider how you can best steward what God has entrusted to your care.

God Bless,

[SIGNATURE]

## Email 2

**\*\*Tracking Link for Email 2 (please hyperlink to this URL as demonstrated below):**

[https://www.freewill.com/cbf?utm\\_source=partner&utm\\_medium=followup&utm\\_campaign=202208\\_cbf\\_mawm\\_soft\\_faith\\_maws\\_toolkit\\_2](https://www.freewill.com/cbf?utm_source=partner&utm_medium=followup&utm_campaign=202208_cbf_mawm_soft_faith_maws_toolkit_2)

*Below please find an email to send to your community on August 14th to remind them about Make-A-Will Sunday.*

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**Subject:** Make-A-Will Sunday is here!

**Body:**

[NAME],

Today is the day! At [CHURCH NAME], we're encouraging our community to take part in Make-A-Will Sunday — a time to intentionally steward the resources God has blessed us with.

If you don't have an up-to-date will in place, this [free estate planning resource from FreeWill](#) can guide you through the process of writing your legal will in 20 minutes or less.

While you make your plans, you'll have the opportunity to create a plan for your assets, communicate important decisions for the future, and even make a bequest to the ministries that are near to your heart.

<<link in button>> [Join Make-A-Will Sunday](#) <<link in button>>



This free resource is courtesy of the Cooperative Baptist Fellowship Foundation. While using FreeWill, you also have the opportunity to designate a bequest to CBF. This type of gift costs nothing today but ensures CBF can continue uplifting and supporting our faith community for generations to come. Please know that whether or not you decide to include a bequest in your plans, this resource is entirely free to you and your loved ones.

This Make-A-Will Sunday, I hope you will set aside a few moments to consider how you can steward your resources in a God-honoring way.

Sincerely,

[SIGNATURE]

## Email 3

**\*\*Tracking Link for Email 3 (please hyperlink to this URL as demonstrated below):**

[https://www.freewill.com/cbf?utm\\_source=partner&utm\\_medium=followup&utm\\_campaign=202208\\_cbf\\_mawm\\_noask\\_faith\\_maws\\_toolkit\\_3](https://www.freewill.com/cbf?utm_source=partner&utm_medium=followup&utm_campaign=202208_cbf_mawm_noask_faith_maws_toolkit_3)

*Below please find the final follow-up email about National Make-A-Will Month. We recommend sending this near the end of August, as it fits into your communication schedule.*

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**Subject:** There's still time to make your plans

**Body:**

[NAME],

Earlier this month we encouraged our community to take part in Make-A-Will Sunday. If you haven't had the opportunity to create your estate plan yet, there's still time to complete this important task!

**The entire month of August is National Make-A-Will Month, which is what inspired us to participate in Make-A-Will Sunday.**



At **[CHURCH NAME]**, we believe this task is so important because an estate plan is so **much more than a document**. Having a will in place lessens the difficulty of decisions for your loved ones after your passing — and provides the opportunity to create a legacy that passes on your faith and values to future generations.

Ready to make your plans but not sure where to get started? Using [this free resource](#) from FreeWill, you can write your legal will in 20 minutes or less and establish a legacy that cares for all that you love.

Sincerely,

**[SIGNATURE]**


## Social Post & Graphic

**\*\*Tracking Bit.ly Link for Social Post (please hyperlink to this URL as demonstrated below):**


<https://bit.ly/3ndJRbq>

*Below please find a social post and graphic to share on Facebook on Make-A-Will Sunday (August 14th). Please note that the graphic before can also be used as a slide for Sunday service.*

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 MAKE-A-WILL SUNDAY


Everyone should have an **estate plan** to act as a steward of God's resources and protect what they love.




Scan the QR code or visit [FreeWill.com/CBF](https://FreeWill.com/CBF) to write your legal will for free — and establish your legacy of faith.

Create your free will to:

- ✓ Protect the people, pets, and communities you love
- ✓ Save your family stress and complications by giving exact instructions on how to handle your estate
- ✓ Use your legacy to pass your faith onto future generations

 FREEWILL

 **cbf** Cooperative Baptist Fellowship Foundation



It's Make-A-Will Sunday!

Today we're challenging our [CHURCH NAME] community to spend time in intentional stewardship of the resources God has blessed us with.

Using this resource from FreeWill, you can write your legal will in 20 minutes or less — for free — and establish a lasting legacy that protects the people, communities, and causes you love.

Get started here: <https://bit.ly/3ndJRbq>

## Newsletter/Bulletin Insert

**\*\*Tracking Link for Insert (please hyperlink to this URL as demonstrated below):**

[https://www.freewill.com/cbf?utm\\_source=partner&utm\\_medium=integrated&utm\\_campaign=202208\\_cbf\\_mawm\\_faith\\_maws\\_toolkit](https://www.freewill.com/cbf?utm_source=partner&utm_medium=integrated&utm_campaign=202208_cbf_mawm_faith_maws_toolkit)

*Below please find content about Make-A-Will Sunday that can be used as an e-newsletter or bulletin insert.*

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### **Make-A-Will Sunday**

Today we're encouraging our community to consider how we can intentionally steward the resources God has blessed us with. Having a legal will in place is a powerful way to steward your resources, protect your loved ones, and establish a legacy that supports the ministries you care about. Thanks to our partnership with FreeWill, members of our community take part in Make-A-Will Sunday with a free will-writing tool. [Get started here!](#)

**[If using in print from] Visit [FreeWill.com/RichmondCatholicFoundation](https://www.freewill.com/RichmondCatholicFoundation) to get started!**