

Building something eternal:
How Andrew Wommack Ministries raised over \$109M in legacy gifts with FreeWill



THE OPPORTUNITY

Andrew Wommack Ministries (AWMI) is a media ministry that broadcasts messages about God's unconditional love and teachings to millions. With so many individuals eager to support their mission, AWMI saw a tremendous opportunity to grow its legacy giving program. Recognizing the immense support from their community, AWMI prioritized expressing timely gratitude to their legacy-giving supporters.

Their requirements for a Planned Giving vendor were clear. They sought a partner that respected their reluctance toward targeting their top donors for planned gifts and didn't require them to share their donor lists.

An unexpected bequest made through FreeWill's platform forged a profound connection between AWMI and FreeWill. Acknowledging the alignment in values and mission, they discerned FreeWill as the perfect solution for advancing their ministry needs.



Many people were unaware that we accepted legacy gifts or that naming a ministry or charity in their legacy plans was an option. Addressing this gap through FreeWill has benefited families, our donors, and our organization.



Mike Nelson, JD, CFP, MST
Partnership Financial Planner

THE SOLUTION

AWMI partnered with FreeWill's Planned Giving Suite, which meant they could keep their donor lists and avoid direct solicitation. Instead, they provide a free will-creation tool to their supporters, removing the cost barrier of estate planning for their many followers.

By providing this tool, not only has AWMI blessed countless individuals in creating a free legal will or trust, but they've also been introduced to a new segment of supporters they'd never talked to before.

AWMI works with a dedicated Faith Partner Success Strategist to ensure that their customized messaging, shared through various channels like television and email, is impactful and reflects their values. As a Christian ministry, they are supported by a Strategist with a ministry background whose insights guarantee all messaging and content is aligned with their core beliefs and resonates authentically with their audience.

Within their first year of partnership, AWMI has achieved an astounding \$109M in legacy gift commitments, invigorating new conversations about the future impact of their ministry.

According to their Partnership Financial Planner, Mike Nelson, JD, CFP, MST: "We offer our donors the chance to invest in something eternal, impacting lives through the gospel. We're also preparing for future generations, and we believe these gifts will be instrumental in realizing our long-term vision."



We believe everyone should have estate planning documents in place. With FreeWill, we've removed the cost barrier and allow individuals to update their plans anytime. We offer both Wills and Trusts, encouraging people to prioritize their families but are honored when included as a contingent beneficiary.



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Partnership Financial Planner

RESULTS

\$109M

in legacy gift commitments

470+

new legacy donors