

How SPCA International is engaging new donors and raising **millions** with FreeWill's National Featureship



THE OPPORTUNITY

SPCA International, a global animal welfare organization, faced challenges in expanding their planned giving program to a broader donor base. Operating in every U.S. state and internationally, the organization needed to find innovative ways to connect with new donors and steward existing relationships.

Their direct mail campaigns tracked planned giving commitments and a donor's desire to learn more primarily through checked boxes on response cards. Recognizing an overall growing interest in planned giving, they decided to take action to get in front of an audience they weren't reaching.

SPCA International chose to pursue an opportunity to build their donor pipeline and leverage their powerful name recognition through a partnership with FreeWill.



FreeWill donors seem more engaged because right at the outset they are saying 'I don't want to be anonymous in sharing my info and I'm proud of the support that I'm giving SPCA International my legacy!'

Julia Masucci, MPA, CNP
Planned Giving Officer

THE SOLUTION

SPCA International partnered with FreeWill on a National Featureship as a strategic move to reach new legacy donors beyond the scope of their existing supporters. FreeWill's National Featureship showcases SPCA International's name, logo, and mission to the thousands of will-makers using the FreeWill site every day, listing them as a possible designated nonprofit beneficiary.

The Featureship has introduced SPCA International to hundreds of new planned giving donors. "Almost 70 percent of individuals leaving primary intentions are sharing their information with us so that we can steward them and develop the relationship," shares Planned Giving Officer Julia Masucci.

By monitoring the responses of donors engaged through the FreeWill platform, they could identify those interested in more personalized interactions. This strategy allowed deeper connections and the opportunity to educate donors about their mission and foster stronger relationships.

Through the National Featureship with FreeWill, SPCA International has significantly increased their pipeline of future gift commitments by new supporters.

Masucci says, "It is huge for us to just capture this volume and have this level of donor acquisition. I think the win is just creating that goodwill and mission awareness for a brand new audience."

Since launching the National Featureship, SPCA International has generated over \$18 million in primary bequest commitments and gained over 800 new legacy donors.



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RESULTS FROM NATIONAL FEATURESHIP

\$18M+

in bequest commitments

845+

primary bequest commitments