

Empowering dreams, building futures:  
**Atlanta Habitat for  
Humanity's breakthrough  
in planned giving**



## THE OPPORTUNITY

Atlanta Habitat for Humanity is the largest affiliate of Habitat for Humanity International in Georgia and ranks as the 7th largest globally. Having impacted over 6,000 family members across more than 150 neighborhoods through its programs and initiatives, Atlanta Habitat is dedicated to fostering sustainable neighborhood revitalization through strategic partnerships and comprehensive residential counseling programs. Through these efforts, Atlanta Habitat is committed to enhancing capacity-building in key areas, with a focus on empowering individuals and transforming communities.

Before FreeWill, Atlanta Habitat would receive news of a few bequests made to their organization each year. Many of these bequest commitments lacked context or data, making it difficult to centralize their planned giving data and proactively steward these gifts.



Our achievement underscores the efficacy of our program, the unwavering commitment of our stakeholders, and the user-friendly yet robust platform provided by FreeWill.

**Peggy Still Johnson**  
Atlanta Habitat Grants and Planned Giving Sr. Director

## THE SOLUTION

At the close of 2022, Atlanta Habitat for Humanity joined forces with FreeWill to inaugurate their planned giving initiative. Setting a target of 40 bequests for the affiliate's 40th anniversary in 2023, they far surpassed expectations by securing more than 80 legacy commitments, totaling more than \$14 million to date.

When asked about what is contributing to Atlanta Habitat's success, Grants and Planned Giving Sr. Director Peggy Still Johnson expressed that FreeWill makes planned giving a "plug and play" operation. Johnson says it is clear that "FreeWill has done the homework" to implement best practices for planned giving outreach and stewardship. Atlanta Habitat's FreeWill partnership also inspired the Habitat affiliate to launch a formal Legacy Society to recognize donors who choose to make a legacy gift in their estate plans.

Johnson emphasized how FreeWill, the affiliate's main planned giving collaborator, provides valuable gift data and insights through FreeWill's Partner Portal to help illuminate what type of outreach is resonating well with supporters. Atlanta Habitat for Humanity works closely with a dedicated Partner Success Strategist to craft customized messaging that fits into the organization's upcoming communications strategy. Beyond the regular scope of FreeWill's campaign options, they've even implemented a customized June Homeownership campaign to reach current and new community stakeholders — including homeowners and volunteers — with FreeWill's will-writing tool.

With thoughtful strategy and FreeWill's best practices, Atlanta Habitat has already helped more than 350 community members secure their futures with an estate plan, 100% cost-free to the users. This access to estate planning, among Atlanta Habitat's numerous accomplishments across the community, amplifies the impact the affiliate can make across Atlanta.



[FreeWill's] online tools are intuitive, their team offers invaluable expertise and guidance, and their campaign resource toolkits are instrumental. With tailored content and innovative strategies from their marketing team, we've witnessed exponential growth in support for our planned giving program. We're elated by our accomplishments and anticipate further acceleration in planned giving support for our cause. Thank you FreeWill!

**Peggy Still Johnson**  
Atlanta Habitat Grants and Planned Giving Sr. Director

## RESULTS

**\$14M+**

in total legacy gift commitments from 83 legacy gifts

**67**

primary bequest commitments