

# Cooperative Baptist Fellowship Foundation makes non-cash giving accessible to donors, raises over **\$1M**



## THE OPPORTUNITY

The Cooperative Baptist Fellowship (CBF) Foundation's purpose is to cultivate, receive, invest and steward long-term sustaining assets and legacy gifts to support the work of CBF which enables individuals and churches in their mission work.

As seasoned experts in planned giving, CBF's fundraising team was looking for online tools to make it easier for both older and younger donors to give, and easier for the foundation to accept planned and major gifts.



Our FreeWill strategist has a faith-based background, so he's great at providing us with exactly what we need for our fundraising campaigns soliciting bequests, stocks, and QCDs. Using the content and resources FreeWill produces saves us so much time.



**Shaw Chin Capps**  
CBF Foundation  
President and Chief  
Legacy Officer

## THE SOLUTION

CBF partnered with FreeWill to provide online bequest, Qualified Charitable Distribution (QCD), and stock tools for their donors. In an increasingly digitally-focused world, CBF leadership wanted to make sure they were forward-thinking, expanding their fundraising program while providing the tools donors needed and expected.

These tools also made traditionally time-intensive giving types easier for the organization to process. With a few clicks, donors can create a will and make a bequest, without CBF doing the time-intensive work of coaching donors through the process while being sure of the outcome. Donors can also easily send QCDs or stock gifts without procedural headaches.

Beyond tools that make giving from complex assets simple for donors, CBF receives the support they need from FreeWill to promote these transformational giving types.

According to Shauw Chin Capps, CBF's Foundation President and Chief Legacy Officer, "Our partnership with FreeWill has been invaluable. It's not just the easy-to-use tools, it's also the strategy, expertise, toolkits, copywriting, and all the marketing collateral that comes with it. We don't have a large team or an entire department dedicated to this, but with FreeWill we don't have to – they fill that role for us."

By eliminating barriers and maximizing the ability to receive these gifts, CBF raised over a million dollars in non-cash gifts in just two years.



I don't think I've ever worked with a partner organization that offers the level of strategy and turnkey solutions that FreeWill offers. It's incredible.



**Leslie Brogdon**  
Director of Operations

## RESULTS

**\$5M+**

in bequest commitments

**\$58K+**

in QCDs

**\$23K+**

in stock gifts



Contact us at [partnerships@freewill.com](mailto:partnerships@freewill.com) to set up a demo.