

How Ms. Foundation gained **400+** new legacy donors and **\$20M+** in bequest commitments through FreeWill's National Featureship



THE OPPORTUNITY

Founded in 1973, the Ms. Foundation's mission is to build women's collective power in the U.S. to advance equity and justice for all. They needed a planned giving program that could help sustain their work to invest in and strengthen the capacity of women-led movements that advance social, cultural, and economic change.

While the Ms. Foundation had started a planned giving program in 2013, it wasn't a primary focus for staff time or resources. A change in leadership led to a relaunch of their established planned giving program to reinvigorate legacy giving. They partnered with FreeWill as a new way to reach new donors and increase planned gifts.



What I most value about the FreeWill National Featureship is how low-lift and low-maintenance it is.

Anjelica Garcia
Director of Major Gifts

THE SOLUTION

As the largest online estate plan provider, where more than 200,000 people make their estate plans for free each year, FreeWill provides a pipeline of potential new donors to nonprofits. FreeWill's National Featureship allows the Ms. Foundation to be placed front and center for individuals visiting FreeWill.com from anywhere in the United States to make their free and legal will. As they go through the will-making process, FreeWill visitors are presented with the option to leave a bequest to one or more nonprofit organizations.

In just 17 months, the Ms. Foundation has gained over 400 new donors through their FreeWill Featureship, leaving a total of over \$20 million in bequest commitments.

FreeWill provides the Ms. Foundation with an online portal where they can log in and see results. No marketing or outreach is required by the Ms. Foundation; traffic to the website is generated by FreeWill, making the Featureship an extremely light lift for fundraising staff.

With the contact information provided by the will-makers, the Ms. Foundation can steward these new donors to become lifelong supporters.

At FreeWill, our mission is to raise \$1 trillion for charity — that's why we've made it easier for nonprofits to unlock transformational gifts. Gift officers at leading nonprofits use our intuitive giving tools combined with best-in-class strategy and training to find, convert, and steward more high impact donors.



Contact us at partnerships@freewill.com to set up a demo.



The FreeWill Featureship really just runs in the background. Every week I log in to the portal and see the bequest commitments that have come in. The amount of energy we have to put into watching this resource expand is really limited.

Anjelica Garcia
Director of Major Gifts

RESULTS

\$20M+

in bequest commitments

400+

new legacy donors