

How the Boys and Girls Club of Newark kickstarted legacy giving raising nearly **\$1M** in bequests



THE OPPORTUNITY

The Boys and Girls Club of Newark’s (BGCN) mission is to empower youth to become caring, productive, and responsible citizens. BGCN has served Newark’s children since 1906, and while they received a few bequests over the years, they wanted to establish a proactive strategy to help sustain their work for decades to come.

But like many nonprofits, BGCN didn’t have a formal planned giving program. With fundraising duties resting on the shoulders of their CEO, they needed a smart way to kickstart their program without the backing of a full development department.



It’s important for nonprofits to think about legacy giving because it allows our impact to reach into the future, to other generations. We’re always happy about the donations we receive today, but FreeWill allows us to receive gift intentions that are 15 to 20 years down the line and will help us reach even more kids who needs that support.



Ameer Washington
Chief Executive Officer

THE SOLUTION

BGCN partnered with FreeWill and launched their first planned giving campaign in August of 2021, just in time for National Make-a-Will month — a time of year devoted to encouraging Americans to create their will. Using content created and customized by FreeWill's Partner Success Team, BGCN's campaign raised \$700,000 in charitable gift commitments through estate plans in a single month.

FreeWill's online bequest tool is always accessible to BGCN's supporters on the "Ways to Give" page of their website, and through email communications. Supporters are just a click away from seamlessly creating a will and leaving a bequest, all without time-intensive, one-on-one engagement from BGCN staff.

The FreeWill partnership gave essential guidance that helped kickstart BGCN's planned giving program. Following FreeWill's advice, BGCN now has a schedule for regular outreach to their supporters to solicit planned gifts, and direction for engaging donors once they have left a bequest.

In just eight months, these efforts led to 12 new donors and nearly \$1 million dollars in bequest commitments.

RESULTS IN 8 MONTHS

12

new donors

\$969K

in bequest commitments

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
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to set up a demo.