

\$95K in 6 months: How MANNA gives the gift of peace of mind to supporters



THE OPPORTUNITY

MANNA serves clients battling severe illnesses in the Greater Philadelphia and Southern New Jersey areas by providing them with medically tailored, nutritious weekly meals to aid their recovery through the generosity of its more than 5,800 annual volunteers.

With so many individuals dedicated to its mission, MANNA sought to formally encourage its supporters to commit a planned gift and ensure the longevity of the organization. However, planned giving had been on the back burner, and their Individual Giving team was a one-stop-shop with insufficient time to build a program.

Still, they knew there were gifts they weren't asking for and were eager to find a way to encourage their supporters to leave a planned gift.



It's giving our donors a tool they need for themselves and their peace of mind. But it also gives us an opportunity to be included in those plans and thereby provide funding to MANNA through the future.



Dan Getman
Longtime Senior
Manager of Donor
Relations

THE SOLUTION

MANNA needed a formal way to urge people to leave a planned gift when their Longtime Senior Donor Relations Officer discovered FreeWill and realized it was exactly what they were looking for.

By partnering with FreeWill, MANNA effortlessly provided clients and volunteers with a will creation tool to create their free and legal will with a suggestion to consider leaving a gift in their estate to MANNA in the process.

“The gift tracking is spelled out very clearly. It's all laid out in front of you. You just log in and see everything that's coming to you. It's really a phenomenal tool.”

Personalized marketing content, planned giving expertise, and ease of use allowed MANNA to completely revamp its program and hit the ground running within a matter of weeks. With fundraising emails tailored to their voice, MANNA was able to fully maximize their legacy commitments through their Make-A-Will Month campaign, which generated \$60,000 in bequest commitments.

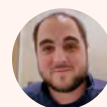
Among all of the successes they've experienced thus far, the greatest gift of their partnership has been peace of mind for clients because of the free, meaningful service MANNA can provide as they consider their end-of-life plans.

MANNA also has an added layer of visibility in their community through FreeWill's Regional Feature, helping them attract new donors eager to support their work. FreeWill's legacy gifts product has provided long-term revenue to ensure the continuation of their mission and an even deeper connection to new and established donors invested in their ongoing success.

Only six months into their partnership, MANNA secured approximately \$95,000 in bequest commitments.



We've been around 30-plus years, and many of our supporters have been with us for the whole ride. They want to know that their contributions can continue to make a difference even after they're gone. Working with FreeWill allows organizations like ours to help donors create that legacy for themselves and be the place where that legacy can continue.



Dan Getman
Longtime Senior
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RESULTS IN FIRST 6 MONTHS

\$95K+

in bequest commitments

10

new legacy donors