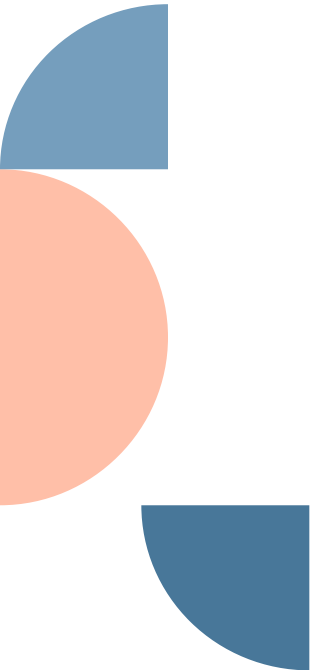


National Estate Planning Awareness Week

Email templates for planned giving

What is NEPAW?

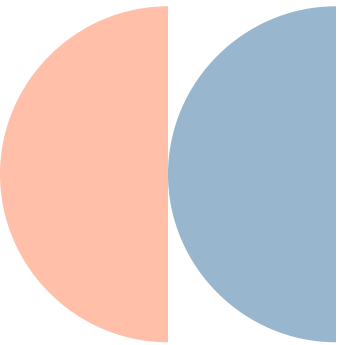
The week of October 17th – 23rd is National Estate Planning Awareness Week, or NEPAW. Started in 2008 by the National Association of Estate Planners & Councils (NAEPC), its goal is to help people understand the importance of having a plan in place to protect their assets and loved ones.



Why should your nonprofit send outreach?

Most people assume they don't need to create an estate plan until much later in life — [nearly 70% of Americans](#) still don't have an up-to-date will. NEPAW creates a sense of urgency around estate planning. And in 2021, our nonprofit partners raised more than \$26 million in bequests during this week.

Use the urgency surrounding NEPAW to promote this option to all of your supporters. Focus on emphasizing the ease and impact of planned giving — it's your last big opportunity of the year to do so before donor attention shifts to families, holidays, and end of year giving. Even if you're not a partner with us, you can still direct prospects to [our site](#) to write their will for free and leave a bequest to your organization.



Next steps

Last year, our partners raised nearly three times as many gifts through mass email outreach than any other form of marketing. In this pack, we've included two mass outreach email templates that emphasize the importance of having a will, and the greater impact donors could make by leaving a legacy gift.

1. [Initial email: Pre-NEPAW](#)
2. [Follow-up email: During NEPAW](#)



Pre-NEPAW: Initial email

Recommended send date: The week before NEPAW, October 10th – 14th

Subject: Is this on your to do list?

Dear [NAME],

October 17th – 23rd is National Estate Planning Awareness Week, and [ORG] wants to help you make the most of it! It's a powerful way to protect your loved ones and support the causes that have been close to your heart.

If you're wondering why you should be thinking about your will, we're here to debunk the most common myths about making estate plans:

1. **It's too early for me to think about my will!** We hope you won't need to use it for many years to come, but it is never too early to start planning ahead. Whether you are eighteen or eighty, having a will can give you peace of mind that your wishes and loved ones are taken care of, no matter what.
2. **I wrote my will a couple of years ago so I'm set.** Have you acquired property? Do you have children? Life changes fast, so it is recommended that you update your will at least every five years.

NOTE: If you're a FreeWill partner, include this third step.

3. **Estate planning is always so expensive.** It can be, but the [ORG] has partnered with [a free, online resource](#) that guides you through the process of creating a legally valid will in 20 minutes or less.

If you have any further questions about NEPAW, or if you want to learn more about how you can support [ORG] in your will, please feel free to reach out.

Many thanks,
[SIGNATURE]



During NEPAW: Follow-up email

Recommended send date: The week of NEPAW, October 17th – 23rd.

Subject: Give yourself peace of mind, [NAME]

Dear [NAME],

This week is National Estate Planning Awareness Week, a moment when we are encouraged to plan ahead and protect our loved ones by creating an estate plan.

In addition to protecting those you love, I want to share one powerful way you can support [ORG] in your estate plans that will cost you nothing during your lifetime — making a gift in your will. It's an important way to secure the work of our organization for years to come, and allows you to create a legacy with a cause that is close to your heart. [INCLUDE LINK TO MORE INFORMATION]

If you have any questions, or are looking to connect deeper with [ORG], please do not hesitate to reach out!

Many thanks,
[SIGNATURE]





For more resources visit:
resources.freewill.com