

# SUNY Brockport capitalizes on The Great Wealth Transfer, raising **\$1.175M** in just nine months



## THE OPPORTUNITY

SUNY Brockport, one of the 64 institutions that comprise the State of New York’s public colleges and universities, provides an inclusive learning community that inspires excellence in its students through growth, engagement, and transformation.

With public funding for higher education declining, the fundraising staff at SUNY Brockport knows private support is critical to providing a healthy and vibrant future for the school. They also know the Great Wealth Transfer — when an estimated \$70 trillion dollars will be inherited by younger generations from their Baby Boomer parents — is on the horizon, and presents a unique opportunity to boost their legacy program.



To say that we were surprised at just how successful our first FreeWill campaign was, would be an understatement. I was shocked. We had donors who weren’t on our radar previously, with little to no engagement, making \$100,000 gift commitments, which for us is a significant gift.



**Brad Schreiber**  
Assistant Vice President  
for Advancement

## THE SOLUTION

To ensure they were in a position to harness the power of the Great Wealth Transfer, SUNY Brockport partnered with FreeWill in October 2021.

FreeWill's bequest tool gives SUNY Brockport supporters an easy way to create a will and leave a bequest. The FreeWill team helps SUNY Brockport craft plans for regular outreach to school alumni, including the custom content they needed to be successful.

The partnership also gives SUNY Brockport an easy way to start conversations about planned gifts. By taking advantage of the bequest tool as a resource, alumni are able to support the school without affecting their everyday cash flow and create a legacy that will positively impact students and programs now and into the future.

Together, SUNY Brockport and FreeWill raised \$1.175 million dollars from 25 bequests in just nine months.

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](mailto:partnerships@freewill.com) to set up a demo.



FreeWill's bequest tool is so simple to use. Even better, the team at FreeWill creates the content we need to promote it, and advises us on campaign strategy. It's really a plug-and-play platform, and it's had a significant impact on our small team's ability to accept gifts.



**Kevin Stiner**  
Manager of  
Advancement  
Communications

## RESULTS IN NINE MONTHS

25

gift intentions

\$1.175M

committed in legacy gifts