# FreeWill + Diocese of Austin

August 2022 National Make-A-Will Month Workshop Toolkit

*Below, please find an email, a Facebook post, a bulletin insert, website integration language, and one-pagers to share with your parishes and schools to market FreeWill to their communities during National Make-A-Will Month.*

***Please use the tracking links that accompany each piece of copy*** *so we can accurately track gifts generated from this outreach.*

[Email (August)](#_heading=h.1fob9te)

[Facebook (Evergreen)](#_heading=h.3znysh7)

[Bulletin (Evergreen)](#_heading=h.2et92p0)

[Bequest Web Integration Template](#_heading=h.tyjcwt)

[Talking Points](#_heading=h.3dy6vkm)

# Email (August)

*\*\*Tagged URL for this piece of copy (please hyperlink to this URL as demonstrated below):* [*http://www.freewill.com/austindiocese?utm\_source=partner&utm\_medium=eblast&utm\_campaign=202208\_austindiocese\_mawm\_soft\_template*](http://www.freewill.com/austindiocese?utm_source=partner&utm_medium=eblast&utm_campaign=202208_austindiocese_mawm_soft_template)

*The following email template can be customized to share with your parish or school community and/or supporters. Please insert your parish or school name where noted.*

*——*

**Subject:** Steward your blessings — now and forever

**Body:**

Dear [NAME],

As Catholics, we are called to not only be stewards of our faith, but also our loved ones and all those things that God has so generously blessed us with. Thankfully, there are many ways we can steward these blessings while, at the same time, creating a legacy that supports all we hold dear during our lifetimes.

Many dedicated Catholics choose to create a legacy through [**estate planning**](http://www.freewill.com/austindiocese?utm_source=partner&utm_medium=eblast&utm_campaign=202208_austindiocese_mawm_soft_template) because it helps them prepare for the future and pass the legacy of our Catholic faith onto the next generation.

Nearly 70% of Americans do not have an updated estate plan. **In honor of National Make-a-Will Month in August, [PARISHNAME/SCHOOL NAME] is providing community members with access to a free estate planning tool. T**his resource makes the process of starting a will affordable and simple — it takes just 20 minutes or less.

**<<link in button>>** [**Begin my free will**](http://www.freewill.com/austindiocese?utm_source=partner&utm_medium=eblast&utm_campaign=202208_austindiocese_mawm_soft_template) **<<link in button>>**

**This tool also makes it easy to support [PARISH NAME/SCHOOL NAME] for future generations.** By including a gift to our [parish/school] in your estate plan, you’ll continue to help our community for years to come.

During National Make-a-Will Month, please prayerfully consider how you can be a steward for yourself and your family, the ministries you value and your faith. If you have any questions about this tool, please do not hesitate to contact me at [EMAIL] or [PHONE].

God bless you,

[SIGNATURE]

# Facebook

*\*\*Tagged bitly URL for this piece of copy (please hyperlink to this URL as demonstrated below):* [*https://bit.ly/3qOjoTV*](https://bit.ly/3qOjoTV)

*Please publish the following Facebook post on your page.*

*—*

August is National Make-A-Will Month, and [PARISH NAME/SCHOOL NAME] wants to help you protect all of the things God has blessed you with by offering a free will-writing resource. Take 20 minutes today to support the people you love and our community for years to come: [*https://bit.ly/3qOjoTV*](https://bit.ly/3qOjoTV)*.*

# Bulletin

*Please share the following insert in an upcoming bulletin.*

*—*

**A free tool to help you steward God’s blessings**

As Catholics, we are called to plan ahead for how we will one day share our blessings with our loved ones and future generations. To ensure you can be a faithful steward of all God has entrusted to your care, [PARISH NAME/SCHOOL NAME] is sharing a **free online will-writing tool** during National Make-A-Will Month. In 20 minutes or less, you can protect your family and your assets, and create a gift that will pass the Catholic faith onto future generations and strengthen [PARISH/SCHOOL NAME]. To take advantage of this opportunity and get started, go to **FreeWill.com/AustinDiocese.**

# Bequest Web Integration Template

*\*\*Tagged URL for this template (when you add website language based on this template, please hyperlink to this URL as demonstrated below):* [*http://www.freewill.com/austindiocese?utm\_source=partner&utm\_medium=website&utm\_campaign=202208\_austindiocese\_mawm\_website\_template*](http://www.freewill.com/austindiocese?utm_source=partner&utm_medium=website&utm_campaign=202208_austindiocese_mawm_website_template)

*Language about FreeWill is most effective when placed on a Planned Giving page as a way to begin a legacy quickly, or as an option for “Ways to Give.”*

*Below, please find a general FreeWill blurb you can include on your website in the aforementioned places:*

*—*

**Create your faithful legacy with a gift in your will**

Planning a gift in your will for [PARISH NAME/SCHOOL NAME] costs nothing today — and turns your faith into action for generations to come! Creating a faithful legacy is simple with [**FreeWill**](http://www.freewill.com/austindiocese?utm_source=partner&utm_medium=website&utm_campaign=202208_austindiocese_mawm_website_template).

Create a legal will online in 20 minutes or less, and **establish a legacy in faith** to steward God’s many blessings in your life.

# Talking Points

*Please use the following talking points about the bequest/will tool for guidance during preparation of pulpit announcements, financial/generosity sermon series, financial seminars, or leadership/staff training.* ***Please note the URL at the end of the document.*** *We suggest placing your FreeWill URL on slides and in follow-up materials.*

*—*

**Will-Writing/Bequest Tool**

* The Bible contains more than 2,300 verses about stewardship, generosity and financial management. The only topic the Bible references more than money and generosity is love, which is appropriate because creating a will — creating a legacy — is a great act of love.
* Estate planning is the best way to pass on your values and your valuables. When you write a will, you protect your faith and your assets at the same time!
* Nearly 70% of American adults do not have an up-to-date legal will, and this free site makes it easy to protect the ones you love.
* God is the giver and sustainer of all things. We are simply stewards of God’s blessings in our lives, and we have a responsibility to be good stewards of those gifts. Creating a will is one way to ensure we steward our blessings for generations to come.
* Through the FreeWill website, you can choose to leave a gift to [PARISH NAME/SCHOOL NAME] — and ensure our community can continue to share our faith with future generations!
* What if you could make a gift that ensured the Catholic faith endured long after you leave this earth? Through the FreeWill website, you can write a will to protect your assets, take care of your family and support the Church, your parish, and other charitable initiatives you have supported during your lifetime.
* We have partnered with our friends at FreeWill.com to provide everyone in our community the opportunity to write their legal will at no personal cost.
* FreeWill’s online tool takes less than 20 minutes to complete and allows you to create a legal will that is valid in all 50 states. **This resource is totally free to use, no strings attached.**
* FreeWill can be used with more complicated estates. Use the FreeWill website to document a list of your final wishes to bring to your attorney, saving you time and money on legal fees.
* Since 2017, FreeWill has raised over $4 billion for nonprofits and has inspired more than 450,000 people to write their wills.
* FreeWill also provides free tools to create an Advance Healthcare Directive and Durable Financial Power of Attorney, two important documents in estate planning.
* Visit **FreeWill.com/AustinDiocese** to get started today!