



FreeWill + Diocese of Colorado Springs

August 2022 Make-A-Will Sunday Toolkit

Below, please find a toolkit for your parishes to share about National Make-A-Will Month and Make-A-Will Sunday (August 14, 2022).

Please use the Tracking Link that accompanies each piece of copy so we can accurately track gifts generated from this outreach.

[Initial Email](#)

[Email 2](#)

[Email 3](#)

[Social Post & Graphic](#)

[Newsletter/Bulletin Insert](#)



Initial Email

****Tracking Link for Initial Email (please hyperlink to this URL as demonstrated below):**

https://www.freewill.com/diocs?utm_source=partner&utm_medium=eblast&utm_campaign=202208_diocs_mawm_noask_faith_maws_toolkit_1

Below please find an initial email to send prior to Make-A-Will Sunday. We recommend sending this email the Tuesday or Wednesday (August 9th or 10th) prior to Make-A-Will Sunday.

—

Subject: A Sunday of Stewardship

Body:

Dear [NAME],

Did you know August is National Make-A-Will Month? It serves as a reminder to complete important estate planning documents in preparation for the future. I'd like to challenge our community to take this one step further with **Make-A-Will Sunday** — a time to focus on the intentional stewardship of the resources God has blessed us with.

Having a will in place can lessen the difficulty of decisions for your loved ones after your passing and also provides the opportunity to create a legacy that passes on your faith and values to future generations. **So I hope you'll set aside time this Sunday, August 14th, to create a plan that stewards your resources in a God-honoring way.**

If you don't have an up-to-date will in place, you can use [this estate planning resource](#) from FreeWill to get started. FreeWill is a trusted online platform that can help you write your legal will in 20 minutes or less at zero personal cost.

<<link in button>> [Create my will!](#) <<link in button>>

While you create your will, you'll have the opportunity to plan for your assets, dictate important decisions about the future, and even make a bequest to ministries and causes you care about. If you'd like to meet with an attorney to finalize your plans or address complex concerns, you can still use this resource to create a list of documented wishes beforehand.



I hope you'll take part in Make-A-Will Sunday and consider how you can best steward what God has entrusted to your care.

God Bless,

[SIGNATURE]

Email 2

****Tracking Link for Email 2 (please hyperlink to this URL as demonstrated below):**

https://www.freewill.com/diocs?utm_source=partner&utm_medium=followup&utm_campaign=202208_diocs_mawm_soft_faith_maws_toolkit_2

Below please find an email to send to your community on August 14th to remind them about Make-A-Will Sunday.

—

Subject: Make-A-Will Sunday is here!

Body:

[NAME],

Today is the day! At [PARISH NAME], we're encouraging our community to take part in Make-A-Will Sunday — a time to intentionally steward the resources God has blessed us with.

If you don't have an up-to-date will in place, this [free estate planning resource from FreeWill](#) can guide you through the process of writing your legal will in 20 minutes or less.

While you make your plans, you'll have the opportunity to create a plan for your assets, communicate important decisions for the future, and even make a bequest to the ministries that are near to your heart.

<<link in button>> [Join Make-A-Will Sunday](#) <<link in button>>

Including [PARISH NAME] in your will through a bequest costs nothing today, but ensures that our efforts to [MISSION] can continue for generations to come. Please know that whether or



not you decide to include a bequest in your plans, this resource is entirely free to you and your loved ones.

This Make-A-Will Sunday, I hope you will set aside a few moments to consider how you can steward your resources in a God-honoring way.

Sincerely,

[SIGNATURE]

Email 3

****Tracking Link for Email 3 (please hyperlink to this URL as demonstrated below):**

https://www.freewill.com/diocs?utm_source=partner&utm_medium=followup&utm_campaign=202208_diocs_mawm_noask_faith_maws_toolkit_3

Below please find the final follow-up email about National Make-A-Will Month. We recommend sending this near the end of August, as it fits into your communication schedule.

—

Subject: There's still time to make your plans

Body:

[NAME],

Earlier this month we encouraged our community to take part in Make-A-Will Sunday. If you haven't had the opportunity to create your estate plan yet, there's still time to complete this important task!

The entire month of August is National Make-A-Will Month, which is what inspired us to participate in Make-A-Will Sunday.

At [PARISH NAME], we believe this task is so important because it accomplishes so much more than having your estate plans in place. Having a will in place also lessens the difficulty of decisions for your loved ones after your passing and provides the opportunity to create a legacy that passes on your faith and values to future generations.



Ready to make your plans but not sure where to get started? Using [this free resource](#) from FreeWill, you can write your legal will in 20 minutes or less and establish a legacy that cares for all that you love.

Sincerely,

[SIGNATURE]

Social Post & Graphic

****Tracking Bit.ly Link for Social Post (please [hyperlink](#) to this URL as demonstrated below):**

<https://bit.ly/3RO4mt6>

Below please find a social post and graphic to share on Facebook on Make-A-Will Sunday (August 14th). Please note that the graphic before can also be used as a slide for gatherings.

MAKE-A-WILL SUNDAY

Everyone should have an **estate plan** to act as a steward of God's resources and protect what they love.

Create your free will to:

- ✓ Protect the people, pets, and communities you love
- ✓ Save your family stress and complications by giving exact instructions on how to handle your estate
- ✓ Use your legacy to pass your faith on to future generations

Scan the QR code or visit FreeWill.com/DioCS to write your legal will for free — and establish your legacy of faith.

FREEWILL |

It's Make-A-Will Sunday!



Today we're challenging our [PARISH NAME] community to spend time intentionally stewarding the resources God has blessed us with.

Using this resource from FreeWill, you can write your legal will in 20 minutes or less — for free — and establish a lasting legacy that protects the people, communities, and causes you love.

Get started here: <https://bit.ly/3RO4mt6>

Newsletter/Bulletin Insert

****Tracking Link for Insert (please hyperlink to this URL as demonstrated below):**

https://www.freewill.com/diocs?utm_source=partner&utm_medium=newsletter&utm_campaign=202208_diocs_mawm_faith_maws_toolkit

Below please find content about Make-A-Will Sunday that can be used as an e-newsletter or bulletin insert.

—

Make-A-Will Sunday

Today we're encouraging our community to consider how we can intentionally steward the resources God has blessed us with. Having a legal will in place is a powerful way to steward your resources, protect your loved ones, and establish a legacy that supports the ministries you care about. Thanks to the Diocese of Colorado Spring's partnership with FreeWill, members of our community can take part in Make-A-Will Sunday with [this free, online estate planning tool](#).

If using in print form: Get started at [FreeWill.com/DioCS](https://www.freewill.com/diocs)