

# NEW YEAR'S RESOLUTION TOOLKIT FOR BEQUESTS

Prepared for Churches

PRESENTED BY

FreeWill +  
Cooperative  
Baptist Fellowship  
Foundation



2021-2022



# FreeWill + Cooperative Baptist Fellowship Foundation

January 2022 New Year's Resolutions - Toolkit for Churches

*Below, please find a Resolution-themed toolkit for your parishes to share with their communities this January. **Please use the tagged URLs that accompany each piece of copy so we can accurately track gifts generated from this outreach.***

[Email](#)

[Facebook Post](#)

[Bulletin Insert](#)

[Website Integration](#)

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## Email

**\*\*Tagged Bequest URL for email (please hyperlink to this URL as demonstrated below):**

[https://www.freewill.com/cbf?utm\\_source=partner&utm\\_medium=eblast&utm\\_campaign=202201\\_cbf\\_resolution\\_soft\\_smartstart\\_toolkit\\_template](https://www.freewill.com/cbf?utm_source=partner&utm_medium=eblast&utm_campaign=202201_cbf_resolution_soft_smartstart_toolkit_template)

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**Subject:** One simple resolution, and resource, for your 2022

**Body:**

[NAME],

From the staff and leadership at [CHURCH] — Happy New Year!

[Insert 1 sentence about what your church is looking forward to in 2022]. We also want to ensure that our entire community feels supported and prepared for the year ahead. In partnership with the Cooperative Baptist Fellowship (CBF), we have a simple, yet powerful resolution you can complete today — [creating your estate plan to:](#)

- Ensure your family, friends, and community can always count on you
- Exercise agency over the important decisions in your life, including identifying beneficiaries for your assets
- Steward the resources God has entrusted you with
- Support [CHURCH] throughout 2022 and beyond

The Cooperative Baptist Fellowship partners with FreeWill to offer our entire faith community this [free, online estate planning resource](#). Over 400,000 individuals have used FreeWill to make their wills and other estate planning documents so they can secure their futures, protect what they love, and create a legacy that shares their faith for generations to come.

This resolution is a simple action you can take today to ensure the year ahead is the best it can be — for you, your loved ones, and our entire fellowship of believers.

Sincerely,

[SENDER NAME]

## Facebook Post

\*\*Tagged **Bequest** URL for Facebook post (please note this is a shortened bit.ly link for easier formatting): <https://bit.ly/3sVfTwU>

### A New Year's Resolution You Can Keep!

Take 20 minutes and write your will  
and plan for your future.



In partnership with the Cooperative Baptist Fellowship, we have a simple, yet powerful resolution you can complete today — creating your estate plan to protect what you love and create a legacy that shares your faith for generations to come. Using this free resource, you can write a will in 30 minutes or less, at no cost to you: <https://bit.ly/3sVfTwU>

## Bulletin Insert

It's the new year, and we're encouraging our **[CHURCH]** community to start the year caring for the people and ministries you love. Creating your estate plan is a great place to start — it allows you to protect the people you love, steward your resources, and create a legacy that shares your faith for generations to come. You can get started with this free, online will-writing resource: [FreeWill.com/CBF](https://FreeWill.com/CBF)



## Website Integration

**\*\*Tagged Bequest URL for website (please hyperlink to this URL as demonstrated below):**

[https://www.freewill.com/cbf?utm\\_source=partner&utm\\_medium=website&utm\\_campaign=202201\\_cbf\\_resolution\\_homepg\\_toolkit](https://www.freewill.com/cbf?utm_source=partner&utm_medium=website&utm_campaign=202201_cbf_resolution_homepg_toolkit)

*We recommend placing this on your home page or Donate page for the majority of January.*

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The new year is here, full of new opportunities to care for the people and ministries you love. In partnership with the Cooperative Baptist Fellowship, we have a [free estate planning resource](#) to share with our [CHURCH] community to help you get started. By creating your estate plan, you can protect the people you love, steward your resources, and create a legacy that shares your faith for years to come. [Get started with this free will-writing tool!](#)

## Newsletter Insert

**\*\*Tagged Bequest URL for newsletter insert (please hyperlink to this URL as demonstrated below):**

[https://www.freewill.com/cbf?utm\\_source=partner&utm\\_medium=newsletter&utm\\_campaign=202201\\_cbf\\_resolution\\_toolkit](https://www.freewill.com/cbf?utm_source=partner&utm_medium=newsletter&utm_campaign=202201_cbf_resolution_toolkit)

Looking for a meaningful resolution this new year? Consider creating your estate plan to protect the people and ministries you love. In partnership with the Cooperative Baptist Fellowship, you can use this [free estate planning resource](#) to write your legally valid will, protect what you love, and create a legacy that enriches our community of believers for years to come.