FreeWill + Cooperative Baptist Fellowship Foundation

August 2025 Make-A-Will Month Bequest Toolkit - CHURCHES

Below, find a toolkit encouraging your supporters to create a plan this National Make-A-Will Month. ***If you would like to make edits to this content, please make a copy of this Google Doc to your own drive or download the file as a .docx. You will not be able to edit this document directly.***

We recommend the following to boost performance:

- *Including a header image or GIF*
- *Including a picture of a staff member in your email signature to make it personable*

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

Initial Email

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

https://www.freewill.com/cbf?utm_source=partner&utm_medium=eblast&utm_campaign=202508_cbf_mawm_soft_impact_toolkit

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Subject: Make a Will, Make a Kingdom Impact

Body:

Dear [NAME],

As followers of Christ, we are called to live intentionally, purposefully, and generously, using every gift to reflect God's love and provision.

This August, during **National Make-A-Will Month**, we're inviting our [CHURCH] family to consider how their legacy can become a lasting blessing.

Creating a will is one of the most faithful and practical steps you can take to care for your loved ones, honor your values, and extend your impact beyond your lifetime. That's why we're offering a simple and free resource through our trusted partner, FreeWill, which helps you create or update your will in just 20 minutes.

Make my plan

Whether you're planning for the first time or revisiting your current plans, we hope you'll take this opportunity to reflect on how your will can serve your family and advance God's Kingdom work.

Let this be the moment you steward what God has blessed you with.

Sincerely,
[SIGNATURE]

Follow-up Email

***Bequest** Tracking Link for Follow-up Email (please hyperlink to this URL as demonstrated below):*

https://www.freewill.com/cbf?utm_source=partner&utm_medium=followup&utm_campaign=202508_cbf_mawm_soft_impact_toolkit

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Subject: Still thinking about it? Make a will this August

Body:

Dear [NAME],

There's still time to participate in **National Make-A-Will Month** to create a lasting impact grounded in faith.

When we plan with intention, we not only protect our loved ones but also plant seeds of hope for generations to come. Creating a will is a spiritual act of stewardship, ensuring that our blessings reflect God's work in the world, even after we're gone.

Through our partnership with FreeWill, you can write or update your will online in just 20 minutes, and it's completely free.

Make my plan

During this month of reflection and preparation, consider how your legacy can bless your family, honor your faith, and support the ministry of Christ's church.

Make a will, make a Kingdom impact.

Sincerely,
[SIGNATURE]

Newsletter/Bulletin Insert

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

https://www.freewill.com/cbf?utm_source=partner&utm_medium=enewsletter&utm_campaign=202

508_cbf_mawm_toolkit

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Make a will. Make a Kingdom impact.
August is National Make-A-Will Month, a time to reflect on how we can live and give with a Gospel-centered purpose.

Creating a will is an opportunity to care for your family, steward God's gifts, and leave a legacy of faith. That's why [CHURCH] is partnering with FreeWill, a free and secure online tool that makes it easy to create or update your will in just 20 minutes.

Your will reflects your values, allowing you to care for your loved ones, steward your blessings, and strengthen your church for generations to come.

[If using in digital form]: **Click here to create your will** and put your faith into action.

[If using in print form]: Visit **FreeWill.com/CBF** to put your faith into action.

Social Post

***Bequest** Tracking Link for Social Post (please hyperlink to this URL as demonstrated below):*

https://frwill.link/CBF_MAWM_2025

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🕊️ August is National Make-A-Will Month! Creating a will is a sacred way to care for your family, steward God's gifts, and extend your Kingdom impact. As followers of Christ, we are called to live and give with intention, and this is a beautiful step to take. Get started on your free will today: [LINK]

Pulpit Announcement

Good morning, [CHURCH] family.

August is recognized as **National Make-A-Will Month**, and we're encouraging everyone in our community to take a thoughtful step in stewardship: creating or updating your will.

As Christians, we are called to live generously and intentionally. Creating a will isn't just about legal documents; it's about protecting your family, planning with peace of mind, and extending your faith and values into the future.

This month, we're offering a free online resource through FreeWill, where you can create your will in just 20 minutes. Whether you're just getting started or updating your existing plan, this is a simple and faithful way to reflect on your legacy.

We invite you to take this opportunity to make a will and make a Kingdom impact. To get started on your

will, visit **FreeWill.com/CBF.**