FreeWill + Wisconsin Conference UCC Toolkit

2026 Winter Bequest Campaign Toolkit

Winter is here! Below is a toolkit to help you promote planned giving in your congregation.

To boost the performance of this outreach:

• Include a header image or GIF. You can use the one provided or make your own using this Canva template.

• Include a picture of a staff member in the email signature to make it personable

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

Email

Follow-Up Email

Newsletter/Bulletin Insert

Social Media Post

Announcement

Email

Tracking Link for Wisconsin Conference UCC Email (please hyperlink to this URL as demonstrated below):

https://www.freewill.com/wisconsinucc?utm_source=partner&utm_medium=eblast&utm_campaign=202602_wisconsinucc_winter_direct_faith_toolkit

Subject: A lasting legacy of kindness

Body:

Dear [NAME],

As people of faith, we know that no act of kindness is random. Every loving gesture reflects our desire to love God and to love our neighbor as ourselves. Random Acts of Kindness Week and Valentine's Day are perfect reminders to put our love into action! Caring for your loved ones, loving your neighbor, and uplifting our community are all powerful ways to make this time of year meaningful.

One thoughtful way to express that love is by creating your estate plan. An estate plan helps ensure your wishes are honored, provides clarity for those you love, and reflects your values of compassion and stewardship.

Through our partner FreeWill, you can create or update your will in about 20 minutes, completely free and fully secure. You'll also have the option to include a legacy gift to your congregation, Wisconsin Conference UCC, United Church Camps, Inc. or another charity close to your heart. A gift in a will is a lasting act of love that ensures your faith continues to shape lives long after your lifetime.

Your gift costs nothing today, but creates a legacy of compassion, justice, and hope for future generations.

Put your love into action with a plan that reflects your values and your faith.

[Insert hyperlinked button image here - please hyperlink to: https://www.freewill.com/wisconsinucc?utm_source=partner&utm_medium=eblast&utm_campaign=202602_wisconsinucc_winter_direct_faith_toolkit]

With blessings,

[SIGNATURE]

Follow-Up Email

Tracking Link for Wisconsin Conference UCC Follow-Up Email (please hyperlink to this URL as demonstrated below):

https://www.freewill.com/wisconsinucc?utm_source=partner&utm_medium=followup&utm_campaign=202602_wisconsinucc_winter_direct_faith_toolkit

Subject: A lasting legacy of kindness

Body:

Dear [NAME],

Valentine's Day and Random Acts of Kindness Week offer timely reminders that love and compassion are more than fleeting gestures; they're enduring commitments that shape our lives and our world.

As people of faith, we know that caring for others is never random. It's how we answer Christ's call to love our neighbors as ourselves.

That's why we're inviting you to consider one of the most powerful acts of love and care: creating your estate plan. With our trusted partner FreeWill, you can create or update your will in about 20 minutes, completely free. It's a thoughtful way to protect your loved ones, designate beneficiaries, and reflect your deepest values.

While making your plans, you'll also have the opportunity to include a legacy gift to your congregation, Wisconsin Conference UCC, United Church Camps, Inc. or another charity close to your heart. This kind of gift costs nothing today but helps ensure your faith and compassion continue uplifting communities far into the future.

This week, as you share love in big and small ways, take one simple step that shows just how deeply you care.

[Insert hyperlinked button image here - please hyperlink to: https://www.freewill.com/wisconsinucc?utm_source=partner&utm_medium=followup&utm_campaign=202602_wisconsinucc_winter_direct_faith_toolkit]

With faith and gratitude,

[SIGNATURE]

Newsletter/Bulletin Insert

Tracking Link for Wisconsin Conference UCC Newsletter/Bulletin Insert (please hyperlink to this URL as demonstrated below):

https://www.freewill.com/wisconsinucc?utm_source=partner&utm_medium=enewsletter&utm_campaign=202602_wisconsinucc_winter_direct_faith_toolkit

A Legacy of Love

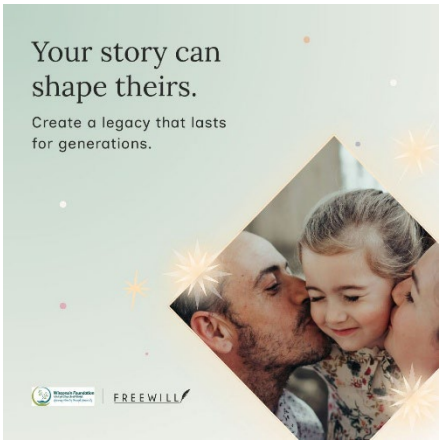
This week, as we celebrate both Valentine's Day and Random Acts of Kindness Week, we're reminded that love isn't just a feeling — it's something we do.

As people of faith, we know that every act of care is rooted in our call to love God and love our neighbors. One powerful way to carry that love forward is by creating your estate plan. It's a practical and generous act that protects your loved ones, honors your values, and, if you choose, allows you to leave a lasting gift to your congregation, Wisconsin Conference UCC, United Church Camps, Inc. or another charity close to your heart. Leave a legacy of love today. *[Link to: https://www.freewill.com/wisconsinucc?utm_source=partner&utm_medium=enewsletter&utm_campaign=202602_wisconsinucc_winter_direct_faith_toolkit]*

Social Media Post

Tracking Link for Wisconsin Conference UCC social post:

https://frwill.link/WisconsinUCC_Winter2025



Below, find language for a social post to share on Facebook or LinkedIn.

This Valentine's Day and Random Acts of Kindness Week, we're reminded that love is something we do. As people of faith, we're called to care for our neighbors, and one lasting way to do that is by creating your estate plan. It's a meaningful act of love that protects your loved ones and, if you choose, supports the ministries that matter to you. Get started here *[Link to: https://frwill.link/WisconsinUCC_Winter2025]*

Announcement

Good morning! This week, as we celebrate both Valentine's Day and Random Acts of Kindness Week, we're reminded that love is something we do. As people of faith, we know that no act of kindness is truly random. It's rooted in our call to love God and love our neighbors as ourselves.

One meaningful way to put that love into action is by creating your estate plan. It's a thoughtful way to care for your family, honor your values, and, if you choose, leave a lasting legacy to support the ministries that mean the most to you.

Through our partnership with FreeWill, you can create or update your will, designate beneficiaries, and explore options to reflect your faith and care for your community, all at no cost.

Look for an email from [Church Leader's Name] this week with more information on how to get started.

Thank you.