



National Make-A-Will Month Email Template

Marketing the will tool during National Make-A-Will Month

Email

Subject: Quick question, [NAME]

Body:

Hi [NAME],

Did you know that August is National Make-A-Will Month?

The majority of Americans don't have a will, and may not know they need one — or that writing your will is an easy and essential way to take care of those you love. So in celebration of this important month, [ORGANIZATION] is offering our community an **online will-writing tool** so that you can find some peace of mind, entirely for free!

I know we are all looking for ways to take care of the people we love, and to thank you for working alongside us to [MISSION], [ORGANIZATION] invested in this tool to lend you a helping hand. If you don't have an up-to-date, legal will, there is no better moment to cross this important task off your list.

<< link in button >> **Write my free will** << link in button >>

Everyone needs a will, no matter your age or circumstances. And this online resource makes the process easy, fast, and completely free! In just 20 minutes, you'll have a will that is valid in all 50 states — and a plan for the future.

Writing a will doesn't need to be complicated or scary. On the contrary, we've heard from members of our [ORGANIZATION] community that having a plan in place for their loved ones can bring some needed reassurance in a difficult year.

If you choose to join the Make-A-Will action, I hope this online tool can bring you that same reassurance. From all of us at [ORGANIZATION], happy National Make-A-Will Month!

All my best,

[DIRECTOR SIGNATURE]