



Stock Website Blurb

Please add the tagged hyperlink to each bolded section to connect donors from your website to the customized FreeWill stock tool.

We recommend placing the information below near stock information currently on your website. If stock information does not currently exist, please add it to a “Ways to Give” page.

Transfer appreciated assets

Many donors prefer to make gifts of appreciated stocks, bonds, mutual funds, or exchange traded funds because it can have a large impact on our mission, while maximizing potential tax benefits by avoiding paying tax on capital gains.

If you would like to transfer your appreciated assets you can:

- **Use our online tool** to walk you through the process in less than 5 minutes; or
- **Access our transfer information** and work directly with your broker to transfer your stocks.