



Stock Monday: A new tax-smart giving day

Hey Gang,

In the midst of your emails and letters regarding Giving Tuesday – End of Year, there is something new you may want to begin to take advantage of in your campaign.

Stock Monday is a new tax-smart giving day on Monday, November 29, 2021 — the Monday before GivingTuesday (Nov. 30, 2021). The goal of this day is to prime donors to make a stock gift on GivingTuesday or in any of their year-end giving.

Hundreds of our nonprofit partners will email their donors on this day to share the tax benefits of giving stock over cash. Below, you can find an email to send your supporters on Stock Monday, encouraging them to consider a gift of stock before the end of the year.

I'd suggest you consider sending this email from the Executive Director, Chief Development Officer, or whoever will be signing the majority of your organization's Giving Tuesday Outreach communications. **[Click here for the email sample.](#)**

In the sample email, you'll see a "link button", which you'll need to link to an appropriate webpage or giving page for your donors to give stock, or to a page on your website where they can learn more or contact your organization for details.

By the way, the bulk of this tip and the sample comes from our friends at Freewill. Just saying.

Rick

About FreeWill

FreeWill is a social venture which was founded at Stanford University in 2016, dedicated to innovation in planned giving, philanthropy, and estate planning. FreeWill is based in the US, with a team of 95+ engineers, lawyers, designers, and fundraising experts who find joy in supporting nonprofits doing amazing work. To date, FreeWill has generated nearly \$4 billion in new gifts for thousands of nonprofit organizations from bequests, stock gifts, and Qualified Charitable Distributions. If you're interested in learning more about how FreeWill can help you unlock transformational gifts at your organization, please go to www.freewill.com/nonprofits.

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