



# MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip June 30, 2025

August - Make a Will Month  
Let's get ready!

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Dear Ministry Leader,

Every August, nonprofit organizations across the country have a unique opportunity to join a growing movement: *National Make-a-Will Month*. Originally created to promote the importance of estate planning, this annual awareness campaign has become an increasingly valuable moment for faith-based ministries to encourage their partners to think not only about their legacy but about Kingdom impact.

Studies show that while 2 out of 3 adults recognize the importance of having a will, fewer than half have actually taken action. Make-a-Will Month is your built-in moment to gently start this life-stewardship conversation with your supporters.

Here's the good news: when a supporter includes your organization in their will, it's not just a future gift—it's a declaration of long-term alignment with your mission. Research consistently shows that donors who include a ministry in their estate plans often increase their giving now, simply because the relationship has deepened. These aren't transactional givers; they're legacy partners.

**Here are three ways your organization can act now:**

**1. Send a legacy-themed email or letter series starting now, leading up to August**, encouraging your partners to consider creating or updating their will. Provide language or a link to a free resource like [FreeWill] or your own planned giving page.

**2. Host a short "Legacy Lunch & Learn"**—either online or in person—to explain how planned gifts fuel long-term ministry impact.

**3. Feature a short testimony** in your communications from someone who has already included your ministry in their will. Personal stories make legacy giving relatable and real.

This isn't about death—it's about *stewarding life* in a way that echoes into eternity. Make August matter.

Passionately,

Rick  
President, Multiply 417

P.S. Would you like some help with a weekly communication calendar to prepare your partners for August? [Click here to download](#) a simple communication calendar promoting Make-a-Will month.

P.S.S. I'll soon be certified as a Journey of Generosity trainer. I'd love to talk with you about hosting a "JOG" for some of your select donors or board members

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### Need help?

Give me a call (209) 541-5720 or [email me](#). I'm here to help.

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### Our Contact Information

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