

# \$7M+ in 7 months: How BCRF kickstarted their legacy program



## THE OPPORTUNITY

Recognizing the empowering potential of legacy giving, the Breast Cancer Research Foundation - the highest-rated breast cancer organization in the U.S. — decided to seize the opportunity to make the most of planned gifts. Knowing how much their mission means to people everywhere, they wanted to provide their supporters with more ways to make an impact.

BCRF's goals were to market beyond their current supporters and found a legacy society while prudently deploying resources to achieve them.



The FreeWill National Feature enabled us to maximize our resources and introduce our mission and impact to new friends across the country at unimaginable speed. Our results in this short time have far exceeded our expectations. We are so pleased we partnered with Free Will.

**Lucretia Gilbert**  
Chief Philanthropy Officer

## THE SOLUTION

In order to quickly build their pipeline of new planned giving donors, BCRF signed up for a FreeWill National Feature. The National Feature places their organization's name in front of thousands of people as they make their wills on FreeWill and consider leaving charitable bequests.

With FreeWill working as an effective marketing channel, they've reached supporters far beyond their current donor base and acquired hundreds of new legacy donors. This has allowed them to formally launch the Evelyn H. Lauder Catalyst Circle and Legacy Society and begin stewarding these donors into becoming loyal supporters and annual givers.

## RESULTS IN 7 MONTHS

**\$7.5M**

raised in gift commitments

**295**

new planned giving donors

**\$21M**

in contingent residual gifts

At FreeWill, our mission is to raise \$1 trillion for charity — that's why we've made it easier for nonprofits to unlock transformational gifts. Gift officers at leading nonprofits use our intuitive giving tools combined with best-in-class strategy and training to find, convert, and steward more high impact donors.



Contact us at [partnerships@freewill.com](mailto:partnerships@freewill.com) to set up a demo.