

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



RESULTS IN 7 MONTHS

\$7.5M raised in gift commitments

295 new planned giving donors

\$21M in contingent residual gifts



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 FreeWill.

LUCRETIA GILBERT
CHIEF PHILANTHROPY OFFICER

THE CHALLENGE

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 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.