



CASE STUDY | PLANNED GIVING

How Ashly Alberto raised \$5M for suicide prevention with FreeWill

Challenge

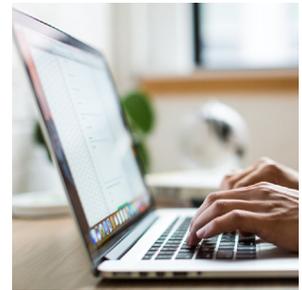
National Fundraising Director Ashly Alberto was asked to kickstart the planned giving program at the American Foundation for Suicide Prevention. AFSP had received a few bequests over the years, but didn't have a method for documenting new gifts.

However, Ashly was already in charge of major giving, annual giving, and even the Foundation's social media fundraising. So she wanted a solution that would help her get smart quickly about the best practices in planned giving and implement new ways to increase their bequests.

Solution

With FreeWill's help, Ashly was able to launch a new planned giving program at AFSP in less than a month. FreeWill helped Ashly implement a new marketing strategy and give FreeWill's bequest tool to AFSP donors.

FreeWill and Ashly set an ambitious goal: to go from nearly \$0 in bequests to more than \$1.5M in a year. Through thoughtful and effective outreach content, Ashly quickly blew past this goal and raised more than \$5M in bequest commitments by the end of the first year.



Results

 **\$5.4M** New bequests in 1 year

 **70X** Growth in new bequests

"I'm always looking for two things: to get results for my organization and to get smarter at my job. FreeWill has helped in both areas to an enormous degree." - Ashly Alberto, National Fundraising Director