**National Estate Planning Awareness Week announcement copy**

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*National Estate Planning Awareness Week is just around the corner! Founded in 2008 and observed every year during the third full week of October, it’s a reminder that we all need to prepare for the inevitable. National Estate Planning Awareness Week is about drawing up the most important document of your life: An estate plan that protects your interests* and *your loved ones.*

*It’s never too early to give yourself peace of mind by ensuring a thoughtful estate plan is in place. An estate plan can include a will or a trust, or both. It can detail beneficiary designations, like those you created for your bank account, retirement account, or life insurance. And it should include powers of attorney for your finances and your healthcare decisions, in the event you become incapacitated. An estate plan is also a smart way to shape your legacy and support the causes you love, like [Organization Name]. You can make a gift directly from your will, or explore other planned gift options that may be a better fit for your situation.*

*You can even make your gift in honor or in memory of a loved one. With a simple plan to shape your legacy, you can make an incredible difference [Summary Mission].*

*Summary Mission Examples*

*… in our fight against cancer.*

*…for our students’ futures, for generations to come.*

*… by helping to provide for those in need.*

*… in the lives of our shelter pets.*