



**Will Power is
the biggest effort
in our history to
make gifts in Wills
a social norm.**

WHY JOIN THE WILL POWER CAMPAIGN?

- 1 Exposure. New leads.** WillPower.ca is where prospective donors browse charities to include in their Will. Be seen and connect directly with new prospects!
- 2 Innovative marketing resources.** The Will Power marketing toolkit includes everything you need to promote legacy giving with your donors:
 - 3 pre-written emails & social posts
 - 1 pre-written blog post
 - Accompanying creative assets
 - The Wills quiz
 - A Wills guide
 - 2 on-demand educational webinars
- 3 Free gift planning training.** Get free access to “Intro to Gift Planning” hosted by the CAGP, Canada’s leading educators in strategic gift planning.
- 4 Free CAGP membership.** Activate one free [CAGP membership](#) with its own set of benefits such as discounts on education and connection to other gift planners in your area.

And more...get in touch to find out!

Become a Will Power partner today

Band	Total Fundraising Revenue *	Annual Partner Fee, 1 Year Commitment	Annual Partner Fee, 2 Year Commitment †
I	< \$1M	\$2390	\$2032
H	\$1-2M	\$3995	\$3396
G	\$2-4M	\$4950	\$4208
F	\$4-6M	\$5975	\$5079
E	\$6-8M	\$7950	\$6758
D	\$8-10M	\$9450	\$8033
C	\$10-20M	\$10,095	\$8581
B	\$20-50M	\$10,450	\$8883
A	> \$50M	\$12,100	\$10,285

* We use your tax file on the [CRA Charity Listing](#) (lines 4500, 4510, 4530, 4575, & 4630 in Schedule 6) as a guideline, and take a 3 year average.

† Fees for both years are due at registration.



Register at
cagp-acpdp.org/en/will-power



Contact:

Sara Kassim-Lakha,
Campaign Manager

skassimlakha@cagp-acpdp.org