



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

WHY JOIN THE WILL POWER CAMPAIGN?

- 1 Exposure. New leads.** You have a dedicated page on willpower.ca where prospective clients can connect for help planning a gift in their Will.
- 2 Ready-made marketing resources.** You receive a marketing toolkit with pre-written social posts, creative assets, campaign key messages and a Will Power badge to promote your involvement in the campaign.
- 3 Free gift planning training.** You get access to the “Intro to Gift Planning” course given by CAGP, Canada’s leading educators in strategic gift planning.
- 4 Connection to charities and advisors** who are fellow partners in your area.

Get in touch to find out more.

Become a Will Power partner!

To join the Will Power campaign you must be a [member of CAGP](#).



The screenshot shows the CAGP website homepage. At the top is the CAGP logo and a navigation menu with links: NATIONAL CONFERENCE, CAGP FOUNDATION, MEMBER AREA, WILL POWER, and FRANÇAIS. Below this is a secondary navigation bar with links: ABOUT US, EVENTS, CHAPTERS, PROFESSIONAL DEVELOPMENT, BLOG, WHY JOIN, and CONTACT US. On the right of this bar are social media icons for search, Facebook, Twitter, LinkedIn, and YouTube. The main content area features a large background image of a conference. Overlaid on this image is the text 'The Canadian Association of Gift Planners' and 'A Better World Through Strategic Charitable Giving'. Below this is a paragraph describing the organization as the only professional association in Canada that brings together charitable representatives with donor advisors. At the bottom of this section are three buttons: 'READ OUR STORY', 'WHY JOIN CAGP', and 'BECOME A MEMBER'. The footer contains a table with membership information.

CAGP	• Standard individual membership	\$410
Associate	• Join Online Today!	
Member	• Download Application Form	



Sign-up at cagp-acpdp.org/en/will-power



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