



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

2024/2025 benefits for advisor partners:

- 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.

Become a Will Power partner!

The Canadian Association of Gift Planners

A Better World Through Strategic Charitable Giving

The Canadian Association of Gift Planners is the only organization in Canada that brings together charitable representatives with donor advisors in one professional association. Among our fundraising, legal and financial peers, we are looked to as the experts in strategic charitable gift planning.

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- CHAPTER DIRECTORY
- PROFESSIONAL ADVISORS
- JOB BOARD
- RESOURCE LIBRARY

of categories to meet our	Annual Fee*
	\$410

Associate Member • [Join Online Today!](#)

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



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



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