








I love my daughter.
I also love trees.

You can have it both ways. Support a
charity in your Will and the ones you love.
Find out how at WillPower.ca

WILL
POWER

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

2024/2025 benefits for charity partners

- 1 Exposure. New leads.** Your page on willpower.ca where prospective donors browse charities to include in their Will. This year we are experimenting with ways to directly connect prospects with partners! 
- 2 Innovative marketing resources.** You receive a marketing toolkit that includes:
 - 3 pre-written donor emails & social posts
 - 1 pre-written blog post
 - Accompanying creative assets
 - The Wills quiz
 - A Wills guide for donors 
 - 2 on-demand educational webinars for donors 
- 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 Free CAGP membership.** You can also 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.
- 5 Extra perks.** Thanks to our trusted partners, we are thrilled to pass on these addition benefits:
 - You can be listed on [Epilogue](#)’s popular online Will platform, when people opt to include a bequest 
 - You get a free planned giving strategy session with a [PG Growth](#) expert 

Become a Will Power partner!

Band	Total Fundraising Revenue *	Annual Partner Fee, 1 Year Commitment	Annual Partner Fee, 2 Year Commitment †
J	<\$250k	\$599	\$449
I	\$250k-1M	\$2390	\$1793
H	\$1-2M	\$3995	\$2996
G	\$2-4M	\$4950	\$3713
F	\$4-6M	\$5975	\$4481
E	\$6-8M	\$7950	\$5963
D	\$8-10M	\$9450	\$7088
C	\$10-20M	\$10,095	\$7571
B	\$20-50M	\$10,450	\$7838
A	> \$50M	\$12,100	\$9075

* 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
by May 31, 2024.



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