



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 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](#).

CAGP

NATIONAL CONFERENCE CAGP FOUNDATION MEMBER AREA WILL POWER FRANÇAIS

ABOUT US EVENTS CHAPTERS PROFESSIONAL DEVELOPMENT BLOG WHY JOIN CONTACT US

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.

[READ OUR STORY](#) [WHY JOIN CAGP](#) [BECOME A MEMBER](#)

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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