Will Power

Inspiring more Canadians to leave a charitable gift in their Will

Information in this proposal is subject to change as the campaign develops.
We have an opportunity to create more social good.

Canadian charities are needed now more than ever. Charities are first to help the most vulnerable in our communities, in times of crisis and beyond.

Yet as demand on charities increases, funding for charities to keep pace has declined. Imagine Canada’s Chief Economist predicts that by 2026, the charitable sector will need $25B to meet a spiking demand for services.¹

The good news is that there is a huge opportunity before us. An untapped source of funds via gifts in Wills.

Where most types of charitable giving shrink during economic downturn, history shows that estate giving is the one area that can grow.² Encouraging even a small percentage of Canadians to set aside a portion of their estate for the causes they care about, could result in billions more for charities to do social good.

Currently, very few Canadians leave a gift in their Will to charity. We want to change that.

¹ Brian Emmett. 2018. The Impact Of An Emerging Social Deficit On Charities And Non-Profits. Imagine Canada
Where Are We Now?

5%

Our 2019 research shows that only 5% of Canadians leave a gift in their Will to charity. (A number that has not changed much in over 15 years!)

THE BIGGEST BARRIERS:

1) 63% of Canadians aren’t interested, and immediately reject gifts in Wills over the belief they take away from loved ones.

2) 31% of Canadians are interested but don’t act. This due to indecision over charities, lack of time, and general inertia.
In 10 Years, Where Do We Want To Be?

8.5%

By 2030, we’ll inspire 8.5% Canadians to leave an estate gift to charity.

$40B
To Charities

Modelled on the Remember a Charity campaign that successful moved the dial forward on legacy giving in the UK.
This is the biggest effort in Canada's history to make estate giving a social norm.
I love my grandson.

But I also love cats.

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

The Will Power message was tested across Canada, and proved enormously successful at increasing interest:

20% of “not interested” changed their minds

83% of “interested” are more likely to take action

3. Focus group conducted by Polaris in May 2020.
Broad-based marketing raises interest:

• Social Media (Facebook, Youtube)
• Banner Ads
• Google Search
• Paid Advertising
• PR (TV, radio, publications)
• Email marketing

WillPower.ca prompts action.
In the fall of 2020 we piloted the campaign in Ontario’s Niagara Golden Horseshoe.

In less than two months of marketing, we saw some very impressive results.

Will Power and its message received an incredible amount of attention, increasing interest:

- **18.2M impressions**
- **53,000 engagements**
- **15 stories in local newspaper, radio, and TV outlets**

4. Impressions = views of the Will Power ads, messaging, etc.
5. Engagements = actions like reading an article, clicking through to the website, taking action on the website, etc.
The public began to engage, and then re-engage with Will Power on the website, proving it a useful tool for people to take their next steps:

- **47,180 visits to the website**
- **25% return users**
- **1744 actions to date**

6. Actions = using the legacy calculator, contacting an advisor, adding a charity to one’s list, clicking through to the intention form to lawyers, etc.
Will Power Launches Across Canada In 2021!

Jan 2021:
Partner registration begins.

June 2021:
Partner training & prep.

May 31, 2021:
Deadline to register for the 2021 campaign.

Sept 2021:
Will Power in communities across Canada and in French.

Oct 2021 – May 2022:
Low key Will Power marketing.

Estimated reach for the 2021 campaign: **53M impressions across Canada**
“The rising tide lifts all boats”

Making gifts in Wills the social norm is something no one entity can do alone. It requires a collective effort.

Will Power is created, sustained, and propelled by charities and professional advisors.

We’re a group who believes that charities play a crucial role in addressing our society’s most pressing needs. And we believe that gifts in Wills hold the potential to open-up philanthropy so that charities can do more social good.

When you join Will Power, you grow the pie for the charitable sector as a whole. And in return, we help you capture a piece of that pie for your organization.
Charity partners have their own page on the website where users are driven and encouraged to take action. In the 2020 pilot campaign, in just 11 weeks, we saw:

- **10,659 visits to charity pages**

The average charity seeing:

- **124 visits to their page**
- **37% return visits, staying 2.15 min on page**
- **12 actions taken**

7. On average charities saw most users adding them to their list, and clicking through to the intention form to lawyers.
Charity partners also receive a marketing toolkit to speak to their donors in a different way.

The toolkit includes:

**Video**

**Co-branded Will Power ads**

**Template communications** (email & Facebook format)

**Key messaging & brand elements**
Case Study: David Suzuki Fdn

- 41,000 active donors across the country, an existing legacy fundraising program

- Used the marketing toolkit to create a series of email and social media posts. Sent to 6000 donors

- 3765 visits on their Will Power webpage

- 67 actions taken

- Plus one confirmed bequest & new acquisition on social media
Partners also connect with like-minded professionals, and receive planned giving education.

- Charities, financial advisors, and lawyers connect at campaign kick-off and debrief events.
- Charity partners receive one free CAGP planned giving training.
- Charity partners receive one free CAGP membership.
Ready for something new?

When you join the 2021 campaign you become a Founding Partner and join us for the first steps of Will Power. In thanks, we offer you preferred placement on the website and a 15% discount for as long as you’re a partner in the campaign.

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<thead>
<tr>
<th>Band</th>
<th>Organization Size*</th>
<th>Annual Partner Fee with 15% discount</th>
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<tbody>
<tr>
<td>J</td>
<td>&lt;$250k</td>
<td>$509</td>
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<tr>
<td>I</td>
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*Organization size is based on a 3 year average of donation revenue. We use as a guideline, your tax file on the CRA Charity Listing - lines 4500, 4510, 4530, 4575, & 4630 in Schedule 6.

Partner Benefits:

1. Exposure to new audiences. Dedicated page on the Will Power website, where we drive traffic.

2. Tools to speak with donors. Marketing toolkit including video, co-branded creative, communications, & key messaging/brand elements.

3. Gift planning know-how. One free CAGP membership. One free CAGP intro to gift planning training.
It’s time we open-up philanthropy in Canada.

Thank you for leading the charge.

Join the 2021 Will Power campaign as a charity partner: 
www.cagp-acpdp.org/en/will-power

For more information contact Laurie Fox, Campaign Director: lfox@cagp-acpdp.org