



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 dramatically increase funding for social good.

Charities are needed now more than ever. They are first to help the most vulnerable in our communities, and tackle society's most pressing issues.

Yet as demand on charities increases, funding for charities has not kept pace. Imagine Canada's Chief Economist predicts that by 2026, the charitable sector will need \$25B to meet a spiking demand for services.

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

Canadians hold an extraordinary amount of wealth in assets, much of which is passed on to the next generation through their estates. Encouraging Canadians to set aside even a small 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.

Will Power is a national campaign, the biggest effort in our history to make leaving a gift in a Will to charity the social norm.



Our 10 Year Goal

Currently, only 5% of Canadians leave a gift in their Will.



By 2030, we aim to have 8.5% of Canadians leave a gift in their Will.



Generating an extra
**\$40B for
social
good !**

**REMEMBER A CHARITY
IN YOUR WILL**
Help the work live on...

Will Power is modelled on the successful [Remember a Charity](#) campaign in the UK. It took the UK campaign 10 years to reach 8.5% of their population leaving a gift in their Wills. Now, 20 years later, they are at 17%.

How do we get there?



Build awareness
for the Will Power
movement.

Address barriers,
increase interest.

Provide resources and tools
to **drive consideration,**
prompt action.

ACTION

Our 2019 [research](#) shows that the major obstacles to overcome are:

- 1** 63% of Canadians aren't interested, and immediately reject leaving a gift in a Will over the belief they take away from loved ones.
- 2** 31% of Canadians are interested in leaving a gift in a Will but don't act. This due to indecision over charities, lack of time, and general inertia.

Campaign Marketing

Will Power marketing builds awareness, and addresses barriers that prevent people from considering a gift in their Will.

The campaign marketing is predominantly digital, reaching our audience in all areas of the country. From September to May each year, you will find Will Power ads on:

- Facebook, Instagram, Youtube
- Banner ads
- Google search
- Newspapers in major cities across country (Sept. only)
- PR coverage in tv/radio/print publications across country (Sept. and March only)

WillPower.ca
31 August 2021 · 🌐

You don't have to choose between loved ones and the causes you care about. You can support both in your Will. Discover how you can change the world with a charitable gift in your Will at willpower.ca

**I love my daughter.
I also love the arts.
I'm remembering both.**

Learn More

WILL POWER

WILLPOWER.CA
Support Loved Ones and Charity in Your Will

Like Comment Share

To watch the campaign videos, [click here](#).

Sneak peek...

In the 2022/2023 campaign, we will continue to use our existing campaign marketing, and also introduce a new video to the mix.



**You've always found
room for giving back.**

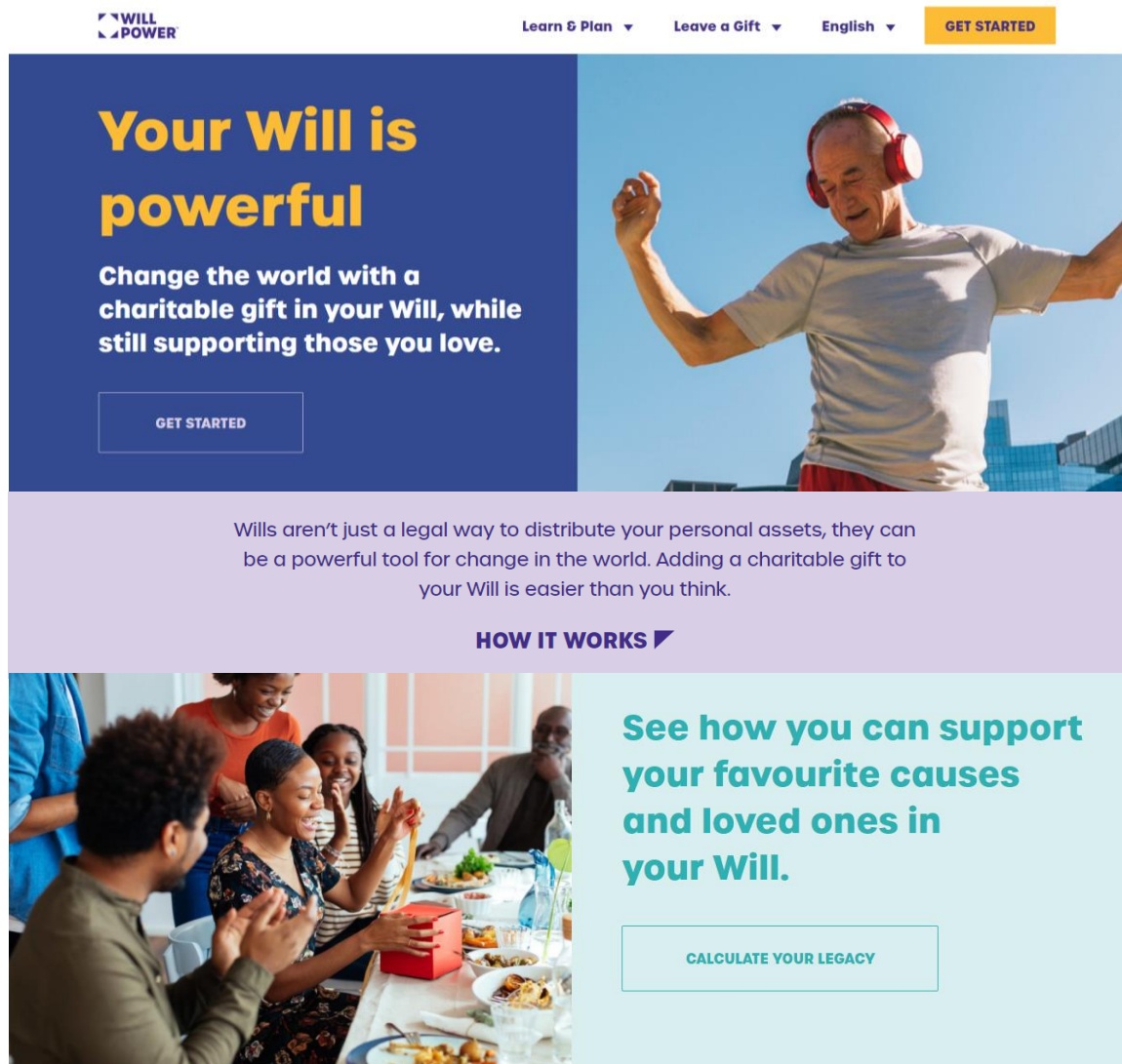
Keep the love going.

Support a charity in your Will

**WILL
POWER™**

Willpower.ca

Note: This is a mock-up for illustration purposes only. Final creative with unique Will Power imagery is currently in production.



Campaign Website

Campaign marketing drives to the Will Power website, with resources and tools that make it easy for users to explore leaving a gift in their Will and take action.

Here users can:

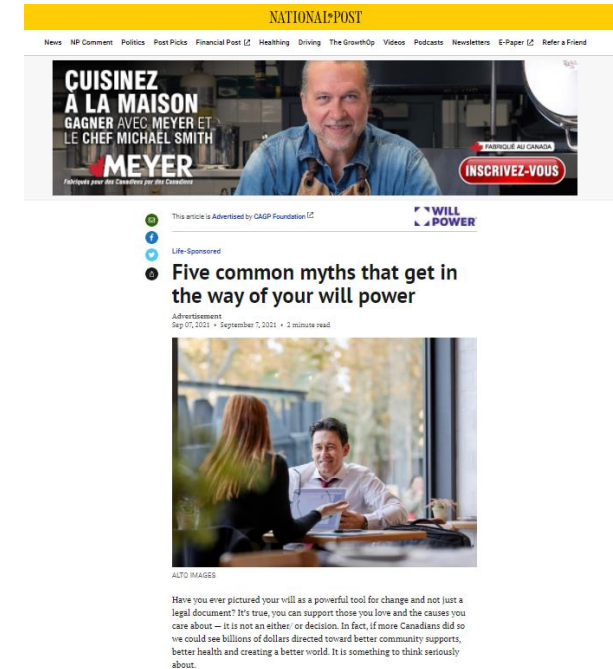
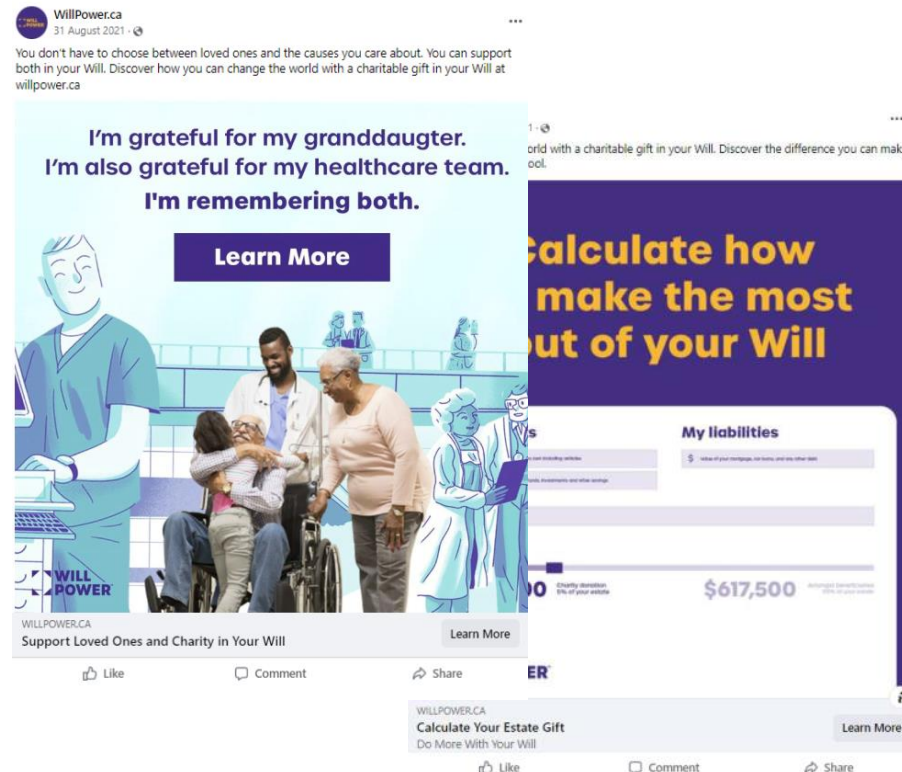
- Learn more about estate giving via our blog
- See how to support family and charities via the legacy calculator
- Browse charities to support
- Search for advisors to get started
- Subscribe to our emails for more tips, including invitations to estate planning events

To visit the campaign website, go to Willpower.ca

In September 2021, Will Power launched for the first time in communities across Canada. In it's first two months, the campaign was already generating some very impressive results !

- In just two months, 11% of Canadians were already aware of Will Power
- 42% of Canadians said they are more likely to leave a gift in their Will after seeing our ads
- 130,000 users on willpower.ca
- 11,571 actions on our website*

* Actions that show people moving towards leaving a gift in their Will, i.e. calculating their legacy, adding a charity to their list, contacting a financial/legal advisor, subscribing for more information.



“Will Power opens the door to have deep conversations with clients - and potential clients - about their values and the good they want to do in this world.”

~ Rich Widdifield, Vincianne Tricand,
Assante Wealth Management

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

Will Power is made up of a progressive group of charities, financial advisors, and legal professionals who are investors in the campaign, and use their voice to propel the movement forward.

Why become a Will Power partner? [Research](#) shows that few advisors engage in meaningful conversations about philanthropy with clients. Yet clients *want* in-depth advice on how to achieve their philanthropic dreams. As a Will Power partner you set yourself apart, and use your voice to help clients achieve their charitable goals.

Partners receive gift planning training, and are connected to Canadians looking for advisors to plan their estate and charitable gifts. You also receive marketing tools to leverage the campaign and open conversations with your clients about philanthropy.



Stacy Maurier



Founding Lawyer, Estate Connection Law Firm

About Stacy Maurier

At a time when specialization has become the way most lawyers work, Stacy Maurier is a throwback to a bygone era. With almost 25 years of experience, she is able to handle not only drafting estate documents, but can also incorporate a company, handle real estate transactions, and litigate if need be. These skills allow Stacy to take care of her clients from cradle to grave and to handle issues that arise at any point during the estate, probate, or litigation process.

While attending the University of Alberta Law School, she spent her summers working at a law firm in Grande Prairie, Alberta where she acted as an agent for the Federal Crown and prosecuted traffic court offenses. After graduating in 1999, she articulated at the firm, was called to the Bar, and was offered a partnership opportunity.

ESTATE CONNECTION LAW

Wanting to create a boutique law firm where she could fight for her clients while guaranteeing they were treated respectfully, Stacy founded Estate Connection – a law firm committed to helping clients succeed in the areas estate law.

**Contact Stacy about
adding a charitable
donation to your will**

Don't worry, we'll help with all the details.

SEND A NOTE

✉ hello@estateconnection.com

☎ 7804588228

🌐 Stacy's website

Articles by Stacy



Helpful Tips for Updating Your Will

By Stacy Maurier

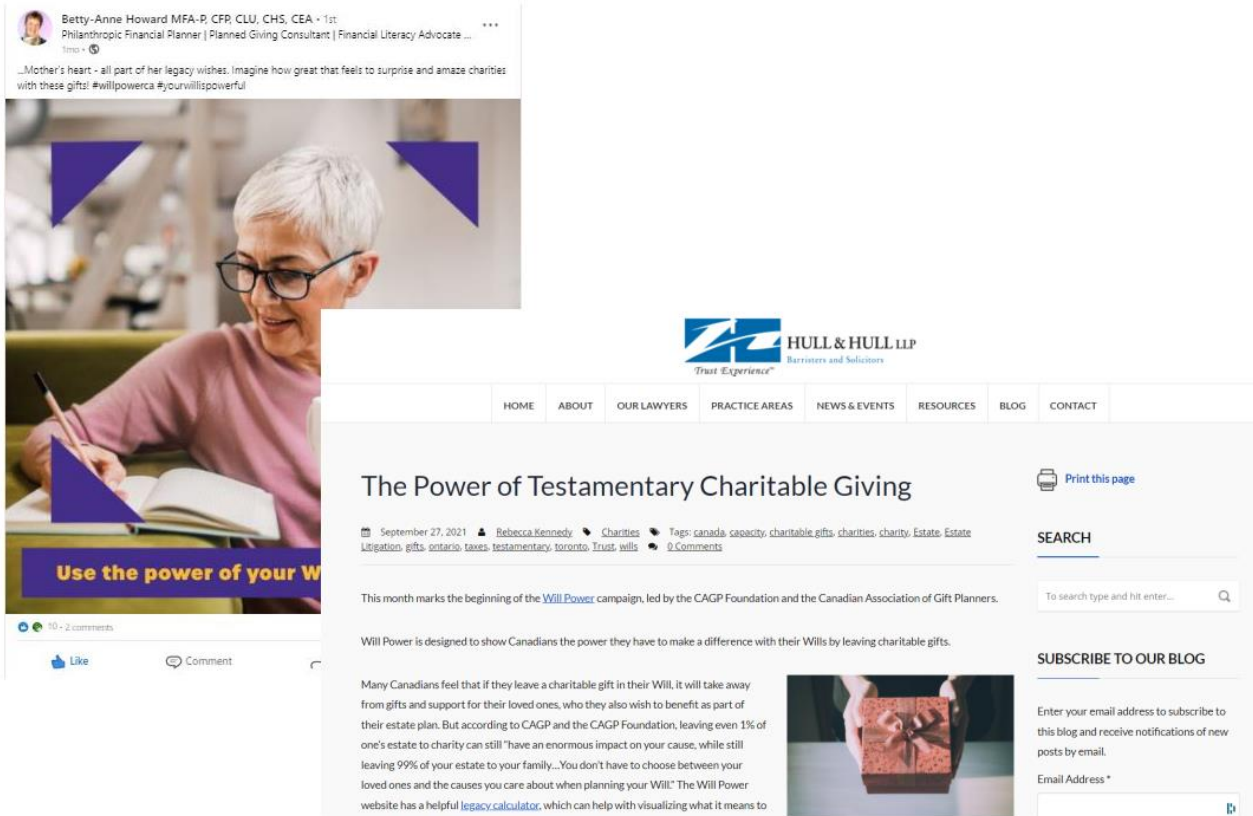
Your Will Power Page

Advisor partners have their own page on the campaign website, under the [Find a Financial Advisor](#) or [Find a Lawyer/Notary](#) tool. This is where users who are considering a gift in their Will can find advisors to help plan their estate and charitable gifts.

Averaging close to **17,000 visits** in just 2 months, the Find a Financial Advisor & Find a Lawyer/Notary pages have been growing in popularity as our audience moves closer to taking action on their estate plans.

Advisors who join Will Power are able to customize their own page at any time, and view the number of visits and clicks to contact.

The Will Power Marketing Toolkit

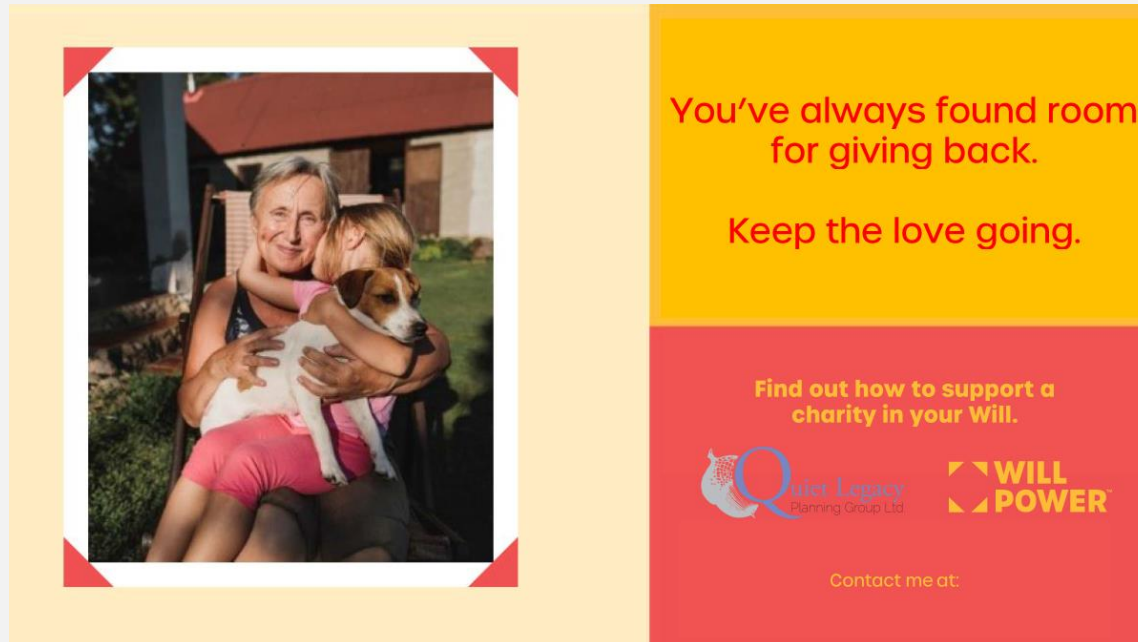


Advisor partners also have access to a marketing toolkit, created new each year. The marketing toolkit makes it easy for advisors to leverage the campaign and reach out to clients with valuable advice on estate and charitable gift planning.

The marketing toolkit contains a series of pre-written communications, accompanying Will Power creative (video & static images) for co-branding, key messages, and suggested communications schedule. The resources provided are all based on best practices learned from the campaign.

Sneak peek...

In the 2022/2023 marketing toolkit, partners will have access to existing creative and also new creative for co-branding.



Partners will also have access to a host of other new assets including:

- 2 new pre-written emails & social media posts
- 1 pre-written blog post
- Refreshed and new Will Power videos and static images for co-branding
- Suggested communications schedule
- Key messages
- Campaign branding

Note: This is a mock-up for illustration purposes only. Final creative with unique Will Power imagery is currently in production.

Training & Networking

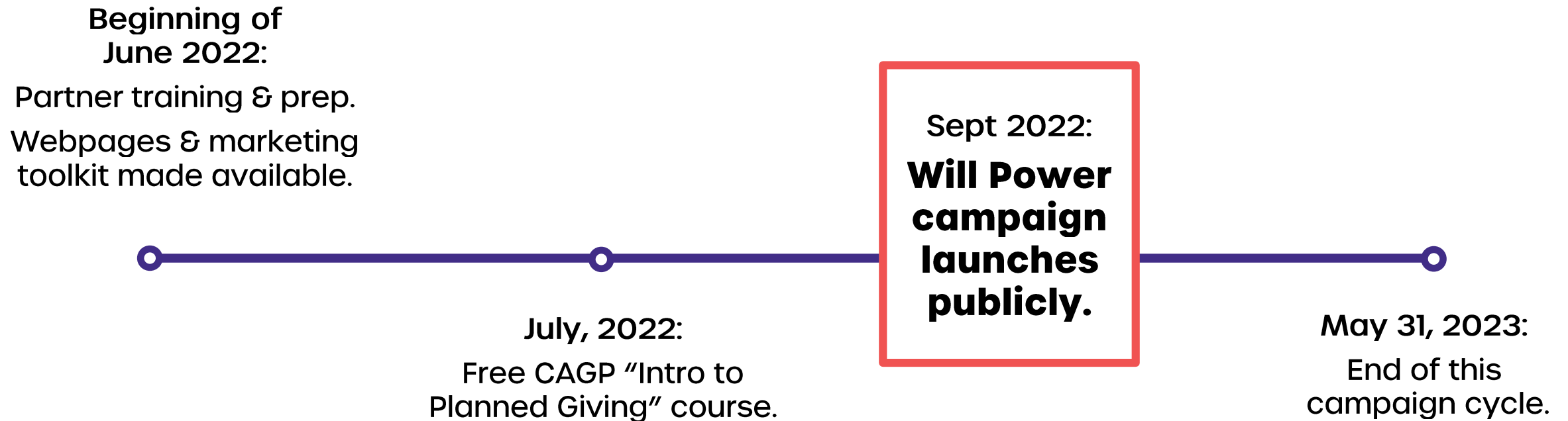
Advisor partners are invited to a free “Intro to Gift Planning” course hosted by [CAGP](#), Canada’s leading educator in strategic gift planning.

Advisor partners also receive host of other benefits tied to their [CAGP membership](#) (a requirement to join the campaign):

- Gift planning tools & resources
- Professional development credits for a variety of advisor associations
- Connection to a network of charity leaders and advisors peers with expertise in philanthropy



The next Will Power Campaign launches across Canada in September 2022!



Will Power Partnership

To become a Will Power partner only requires that you have a membership with [CAGP](#).

In addition to Will Power, you also receive a host of other benefits tied to your [CAGP membership](#).

Annual partner fee for advisors:

\$375 (CAGP membership)

Do you currently have an active CAGP membership and want to become a Will Power partner? Contact us to get started.

Partner Benefits:

- 1** Dedicated page on the Will Power website. Putting your brand in front of an audience who looking for help planning their estate gift.
- 2** The Will Power Marketing toolkit. Includes pre-written communications, Will Power creative for co-branding, key messages, and communications schedule.
- 3** Gift planning training. Free CAGP “Intro to Gift Planning” course.



**Join our growing community of
500 charity and advisor partners
from across the country !**

Register as a Will Power partner here:
www.cagp-acpdp.org/en/will-power

Questions? Contact Nancy Ho, Campaign Manager, at nho@cagp-acpdp.org

