



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.**

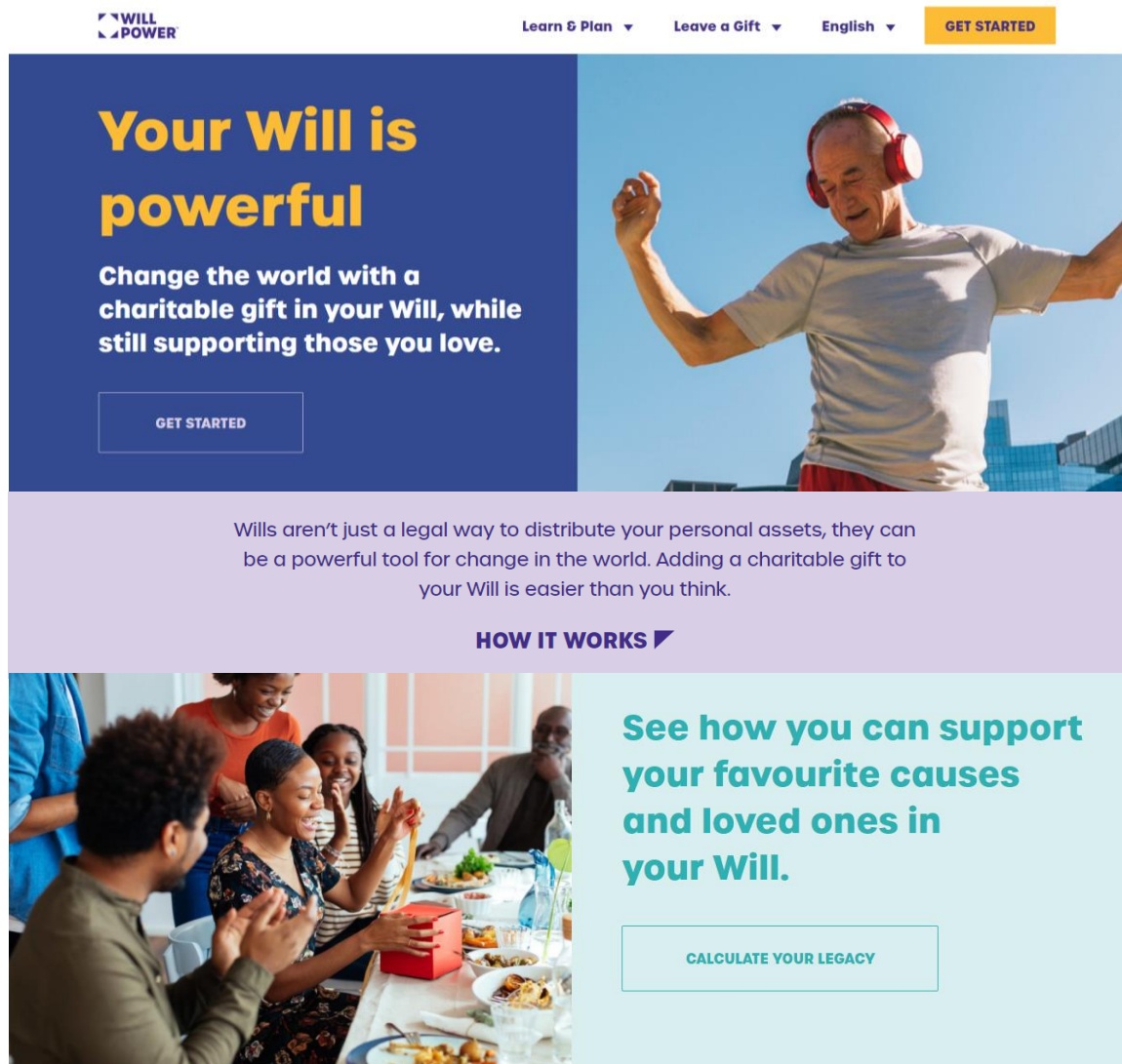
Keep the love going.

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:

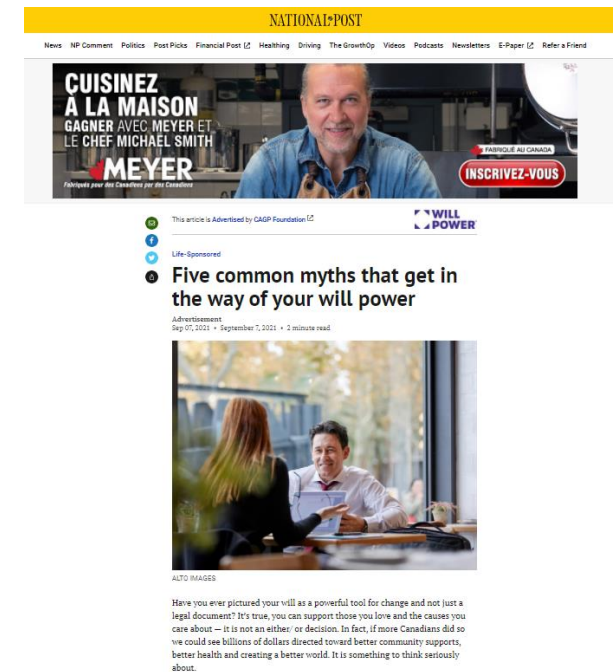
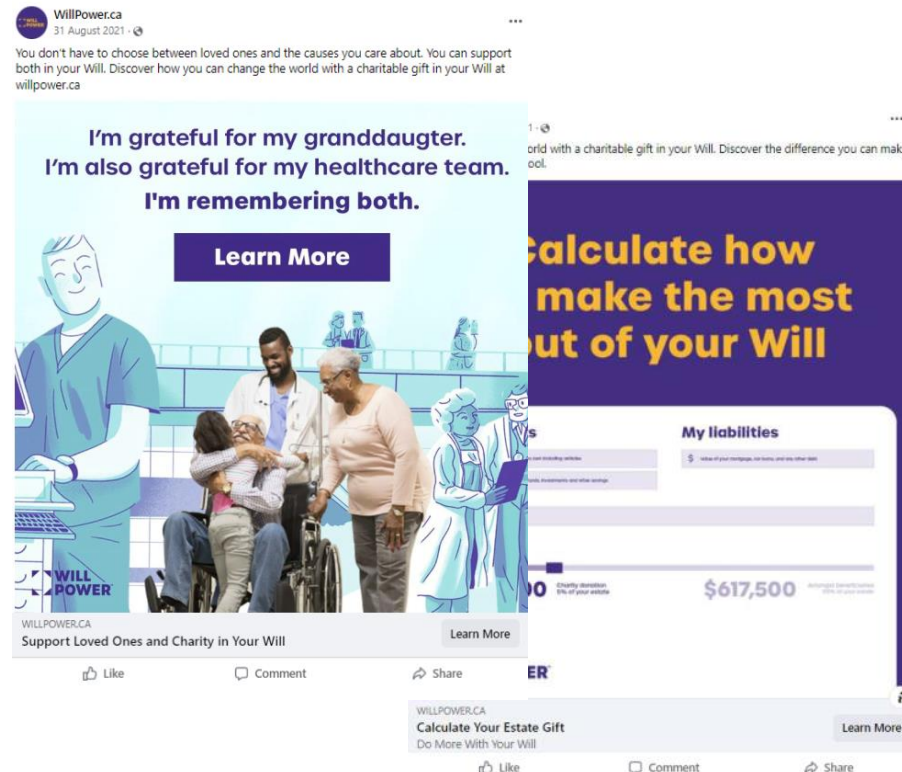
- Learn more about estate giving via our blog
- See how to support family and charities via the legacy calculator
- Browse charities to support
- Search for advisors to get started
- Subscribe to our emails for more tips, including invitations to estate planning events

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 had 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.




“The Will Power campaign has provided an invaluable boost to our Planned Giving efforts”

 Jim Campbell, Director of Development,
Calgary Philharmonic Orchestra.


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 see the potential to open-up philanthropy through gifts in Wills. Will Power partners are investors in the campaign, and help to propel the movement forward.

Why become a Will Power partner? Charitable bequests are the new frontier of funding for charities. When you join Will Power, your charity is in front of a growing contingent of Canadians considering gifts in Wills for the first time. More than that, you receive training and marketing tools to leverage the campaign and speak to your donors about gifts in Wills in new ways.

Learn & Plan ▾Leave a Gift ▾English ▾GET STARTED

[Find another Charity](#)



WWF-Canada

ANIMALS, ENVIRONMENT

About


WWF-Canada's long-term vision is simple: a Canada with abundant wildlife, where climate change is kept in check, and where nature and people thrive. But without urgent intervention, that future is at risk.

Think of a five-year-old child today, witnessing or hearing of wildfires, floods and heatwaves across the world. By the time they are 15, these terrible climactic events will be commonplace. When they are 30, Arctic summer sea-ice will have all but disappeared, affecting weather around the globe and threatening the foundation of Arctic ecosystems. When they are 50, sea levels will continue to rise, affecting coastal communities. And when they are 75, our planet could be up to 4 degrees warmer. Countless species will go extinct and large swaths of our planet will be uninhabitable.


It doesn't have to be this way. Together, we can choose a different path — one that leads to a planet coming back into balance.


WWF-Canada has an ambitious 10-year plan to fight the dual crises of biodiversity loss


[Calculate your potential gift below ▾](#)

Please remember wildlife with a gift in your Will for WWF-Canada...

Watch laterShare



+Add to my charities list?

Contact your lawyer or notary?

Charity details

Legal Name

World Wildlife Fund Canada

Charity Number

11930 4954 RR0001


WILL WORDING FOR YOUR
LAWYER OR NOTARY

Your Will Power Page

Charity partners have their own page on the campaign website, under the [Find a Charity](#) tool. This is where users who are considering a gift in their Will explore charities they'd like to support, and can take action towards making a charitable bequest.

The Find a Charity tool is one of the most popular pages on the website, averaging **36,000 visits** in just 2 months.

Charities who join Will Power are able to customize their own page, and view the number of visits and actions taken on their page at any time.


 Thu 9/2/2021 1:36 PM
 Jim Campbell <jcampbell@calgaryphil.com>
 Fwd: Your Will can make a difference

To: Laurie Fox

Cc: Megan Beaudoin; Janet Bvittit; Maureen McNamee; Barbara Soles; Jennifer Fournier; Viviana D'Ambrosio

You replied to this message on 9/2/2021 4:17 PM.
 If there are problems with how this message is displayed, click here to view it in a web browser.



Dear Jim,

Thank you for your ongoing support of the Calgary Philharmonic Orchestra through their Wills.

Can I Really Make a Difference with My Will? Community

In short, yes. By leaving a gift to the Orchestra in your Will.

Many donors believe that they can't support both their family and the majority for loved ones. Choosing to support you

Some donors think they need to be wealthy to make a difference. Would be used? Find out about how we use donations.

Take a look at the free resources and tools on the Will Power website.

If you have questions, please don't hesitate to contact us.

Jim Campbell
 Director, Development
 Calgary Philharmonic Orchestra

We are a proud partner in the Will Power movement.


 Abbotsford Community Foundation
 27 October 2021 · 🌐

Did you know that when it comes to your Will you can support both your family and a cause that's important to you, like animal welfare? You don't have to choose between the two!

Learn how you can put your Will to work by going to bit.ly/3jwJqYL

#WillPowerCA #GiveWhereYouLive #AbbotsfordBC



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Like Comment Share

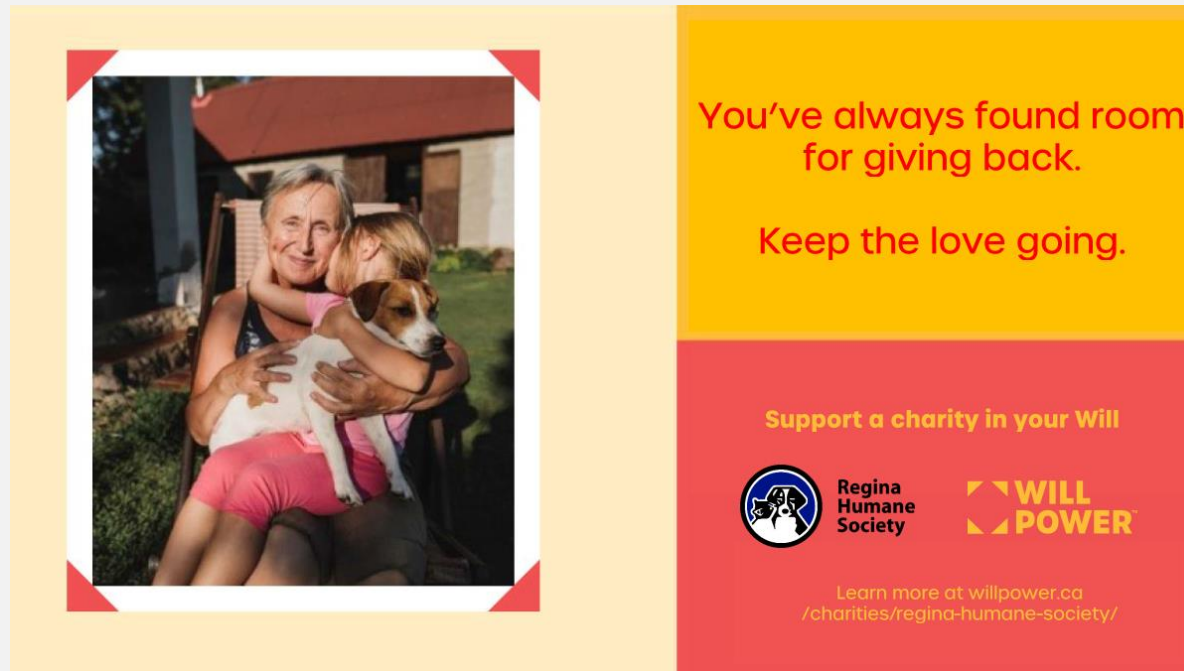
The Will Power Marketing Toolkit

Charity partners also have access to a marketing toolkit, created new each year. The marketing toolkit helps charities use the campaign as one way to speak with donors about leaving a gift in their Will.

The marketing toolkit contains a series of pre-written communications, accompanying Will Power creative (video & static images) for co-branding, key messages, and a 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.



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

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

- 4 new pre-written emails & social media posts
- Refreshed and new Will Power videos and static images for co-branding
- An opportunity to invite donors to an online estate planning event
- Suggested communications schedule
- Key messages
- Campaign branding

Training & Networking

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

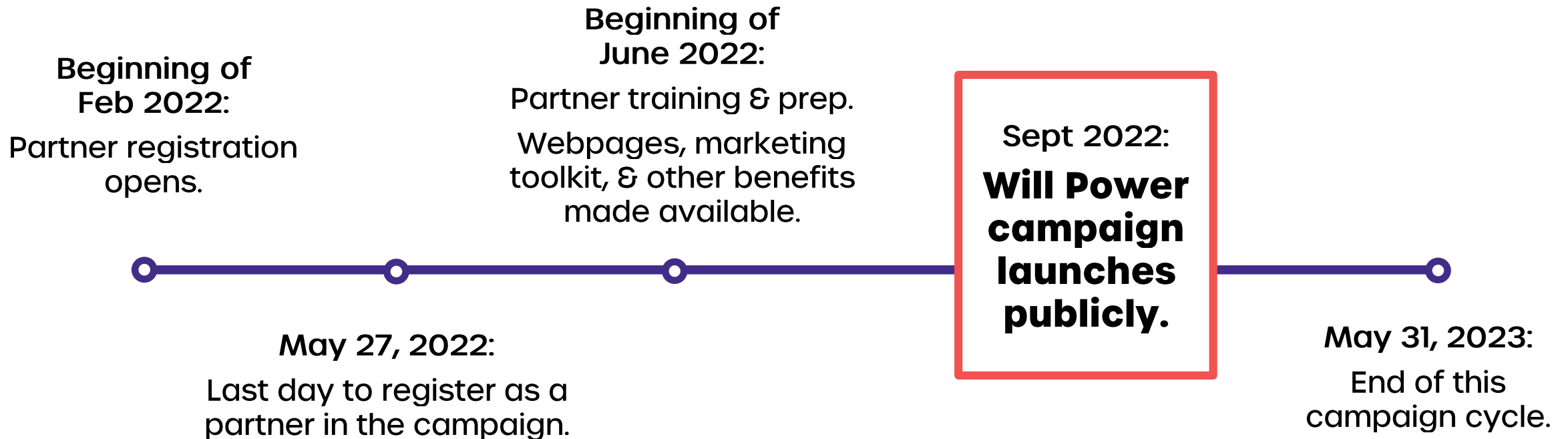
Charity partners also receive one free [CAGP membership](#). CAGP membership comes with its own unique benefits: access to gift planning resources & templates, tools like “Ask an Advisor”, discounts on education, and connection & mentorship from a community of charities and professional advisors from across the country.



CAGP

Canadian Association of Gift Planners

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



Deadline to register for the next Will Power campaign is May 27th, 2022.

Will Power Partnership

As a charity, your annual partner fee is based on a 3 year average of total fundraising revenue. We use as a guideline, your tax file on the [CRA Charity Listing](#) - lines 4500, 4510, 4530, 4575, & 4630 in Schedule 6.

Band	Total Fundraising Revenue	Annual Partner Fee, 1 Year Commitment	Annual Partner Fee, 2 Year Commitment (2 years due at registration)
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

Are you a **Founding Partner** who has been with Will Power since 2020 or 2021? Contact us for your Founding Partner pricing.

Partner Benefits:

- 1** **Dedicated page on the Will Power website.**
Putting your charity in front of an audience who are considering gifts in Wills.
- 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. One free CAGP membership.



**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

